The Synergy of Business and Blogging

Top Techniques From 31 Successful Bloggers

Featuring

Ingrid Abboud
Onibalusi Bamidele
Keith Bloemendaal
Kimberly Castleberry
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Dennis Edell
Donna Fontenot
Gail Gardner
Kristi Hines
Jimi Jones
John Komatsoulis
Rick LaPoint
Mitch Mitchell
Thu Nguyen
Susan Oakes

Peter Pelliccia
Francisco Perez
Sherryl Perry
Elgé Premeau
Andrew Rondeau
Robyn-Dale Samuda
Daniel Sharkov
David Shaw
Phil Simon
John Soares
Daniel Snyder
Edwin Torres
Michele Welch
Alex Whalley
Bryan Wong

2

Intro

First Steps

Search Engine Optimization

Tools & Tips

Traffic Generation

Blogging

Share on **Twitter** | **Subscribe**

Social Media

Technology

Editor's Note

Welcome to the 1st Edition of **The Synergy of Business and Blogging**. First let me begin by telling you a little bit about this collaboration.

How It Got Started

At the beginning of my journey in blogging, I came to realize one critical element that I found to be the source of many business owners and bloggers' success: collaboration.

Collaboration has many impacts on a business, but most of all it has the capability of driving each other's businesses forward in an expedited and powerful manner.

Thus my intention with creating this collaboration was to do just that - support each other in our businesses and at the same time create immensely valuable content for the followers of all participants involved.

Topics covered in this issue of **The Synergy of Business and Blogging** range from establishing business goals, using social networking tools such as Twitter, to link building and traffic generating strategies.

This is only a fraction of what's available from these fantastic bloggers! There is a ton of juicy stuff to sink your teeth into, so make sure to take the time to read as many articles as you can.

Enjoy!

Michele Welch

Don't Give Up!

By Michele Welch from NewBizBlogger

Starting an online business is hard work, no doubt. Whether it's selling physical products, blogging what you are passionate about or offering services, it takes patience, dedication and perseverance.

But there comes a turning point for many people when they decide if they should continue their venture or not. Often times they give up too soon. It can be for many reasons…lack of time, lack of money, boredom, and frustration, to name a few.

I had my turning point. I even remember the day. It was after Labor Day weekend in September 2009. I had just had a great weekend with my family. It was one of the few times I actually took a break from my business. I was relaxed and ready for work.

As if I had not had enough challenges with my business up to this point, my site was hacked with a virus and all my work was in jeopardy of being lost forever.

I emailed everyone I could; begged and pleaded with my hosting company and forum volunteers to help me fix the problem. With their help and after a couple of days of complete chaos, I was able to fix the issue and get store back online.

However, I was left with a feeling of helplessness, doubt, defeat and FEAR. I had been in business for close to a year up to this point and wasn't nearly at the level that I wanted to be.

Although I had learned a lot about coding, html, CSS, web design, and marketing (to name a few), I felt there was still SO much more to learn.

Every day there were more things to add to my to-do list and I could never seem to catch up. To top is off my website had been on page eleven of Google search results for my top keyword for a long time and it didn't look like it was budging. I was tired and frustrated to say the least.

"This was the first time since I've started my business that I thought about throwing in the towel."

Guess what? I didn't. I'll tell you why. I came to the realization that there comes a time for many people in life that things get hard (really hard) and they are faced with a choice to keep fighting or throw in the towel. I didn't hear the bell yet…so I chose to keep on fighting.

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I'm glad I stuck it out. Soon afterwards, my hard work began to pay off. Sales from my store picked up, my site moved up on Google search results and I started NewBizBlogger soon after which came to be my life's true passion!

Things began to get clearer for me. I started 'getting it'. All the issues that came up in the past that left me with migraines, running to my pantry digging out the bottle of Jack, no longer seemed so serious.

"So the next you feel like you are going to throw in the towel, before you do, ask yourself … did I hear the bell?"

About the Author:

Online Business Advisor & Trainer, Michele Welch is the founder and owner of NewBizBlogger. She shares

online business tips and [training](#) to those starting their own online business ventures on her blog, [NewBizBogger.](#)

You can also connect with Michele on [Twitter](#) & [Facebook.](#)

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10 Steps for Achieving Success

By John Komatsoulis from Learn About Us

In this article, I would like to share with you my "10 Steps for Achieving Success". It is your attitude and your willingness to do these things that will determine whether you succeed or fail.

Goals are important because they will help keep track of your progress, and they will allow you to adapt to the ever changing world we live in. Facebook and Twitter were not around 5 years ago, and their quick rise to fame only reinforces our need to change and adapt with the market. I predict that within the next 5 years, newer more advanced tools will allow the human population to interact even easier and more dynamically. You can either choose to run and hide from change, or you can embrace it. Either way, you will control it or it will control you.

One of the great things about goal setting is that it will provide you a sense of direction. It will give you the necessary strength you need, in order to handle any setbacks you face. By learning to effectively set goals you will become more confident. By working toward your goals, you will raise your self-esteem and self-respect. As you move forward toward accomplishing your goals, they will give you a tremendous feeling of personal pride and accomplishment.

Before starting your goal setting journey, I always encourage people to determine their main purpose in life. It is this one goal that you want to accomplish more than any other goal. This is the goal that you desire with a burning intensity and that you absolutely want to achieve.

When you determine your main purpose, it will become your mission, you will find it to be a driving force in your life and all that you do. In order for it to be effective your main purpose must be clear, specific and measurable. It must be time bounded and committed to paper. It must be accompanied by a plan to achieve it. It should be the central focus and key measure of most of your activity. Once you start moving forward towards your main purpose, your whole life will begin to change.

1 - Determine what you want in life

This sometimes is the hardest step for most people, and thus one of the major reasons people fail. The ability to clearly define what you want can be very challenging because of our innate belief that we are not good enough or that we don't deserve to be successful.

Take a moment, and determine how much you want to earn? What kind of home you want to live in? What kind of car you want to drive? What kind of activities you want to be involved with? What about your health, kids, school, friends, etc.?

Be clear in setting your goals. 80% of your success hinges on how clear your goals are. The clearer and more specific your goals are, the better. If you don't know what your goals are, make a note to call me after you finish reading this article.

2 - Write your goals down on paper

Don't laugh at the power of visualization, and take the time to write you goals down in clear, specific and measurable terms. Writing down your goals takes them out of your imagination and crystallizes them into the physical world. It takes them from being a wish to a place where you can see them and touch them. By writing down your goals you instantly jump into the top 10% of all people. If you would rather stay with the 90%, please stop reading!

Writing down goals combined with daily action towards achieving them, works virtually without fail. It unlocks your potential and subconscious mind in order to see and recognize opportunities in all areas of your life. Even though this works so well, it's very difficult to get the average person to sit down and decide what it is he or she really wants in their life. The average person will spend more time planning a trip to the grocery store or a family vacation than they will spend on planning their life.

3 - Set a deadline

The subconscious mind responds very well to clear specific deadlines. Setting a deadline deepens and intensifies your desire to achieve that goal and it will increase your belief that you can accomplish your goal. This is why credit cards and utility bills have due dates, they create an urgency to accomplish a specific task. When faced with big goals, I encourage you to break it down into smaller goals. For example break a one year goal into 6 months, 3 months, 1 month or even 1 week time-line. This will also make it easier for you to accomplish your specific goals and it will provide you with a very detailed plan of what you need to do right now to reach the next step of your goal.

On the other hand creating a deadline will force your subconscious mind towards your goal, and in turn develop your motivation and drive. Deadlines also seem to attract the people and resources into your life that you need to accomplish your goal. This happens because once you have set a deadline your subconscious mind will gravitate towards accomplishing your goals.

So what happens if you miss a deadline? Simple, get back on your feet and set another deadline! There's no such thing as unrealistic goal, only unrealistic deadlines. A deadline is really just a guess based on current knowledge. If your knowledge changes to a point where you need to change a deadline do so, but don't give up on the goal.

The primary reason people don't set goals is due to a fear of failure. They are afraid that they will feel bad about themselves if they don't reach their goals. Remember that if you fail to plan, you plan to fail.

4 - Identify your roadblocks

Identify the obstacles that stand between you and your goals, most specifically those roadblocks that stand between you and your main purpose. Ask yourself, "Why you have not reached your goals already?"

Determine what actions you need to change in order to achieve your goals. What stops most people from achieving their goals, is their endless excuses. I was tired, there was a baseball game on TV, I need a day off, your ability to sacrifice the comfortable couch for success will determine if you make it to step 5. If this ever happens to you, revise your main purpose, because it probably wasn't strong enough to sustain your daily actions.

We believe that 80% of the reason you are NOT achieving your goals is contained in yourself some way. What is going on around you is what is holding you back? Once you figure this out, you must focus all of your strength and energy on removing that key point. Many times by removing the number one roadblock, you can do more to help move yourself forward than any other single activity.

Whenever you can identify a major obstacle or roadblock, you must face it head on and take control of it.

5 - Identify your skills

Keep asking yourself, "Why am I not at my goal already?" Determine what skills you need to achieve your goals; there is always something that is holding you back. Make sure you constantly search for the missing piece of the puzzle.

What is the one skill you developed and did it consistently enough that would have the greatest positive impact on your business? If you don't know the answer, ask your mentor or coach directly. You must find this out; it's the key to acceleration, leverage and multiplication. In order to achieve a goal you have never achieved before you have to apply a skill or ability you never had before.

The good news is that if someone before you has learned and become excellent at this skill, you can too. Believe in the fact that no one is better than you and nobody is smarter than you. If someone is more successful, than they simply worked at it longer than you have.

6 - Identify your resources

You can achieve the little goals by yourself but it takes teamwork to achieve the really big ones. Make a list of all the people in your life (friends, family, coworkers, people with special skills, etc.) that can either help you or hinder you in the attainment of your objective. Once you have that list organize it by priority.

The most successful people in this world are those who are the most meticulous and careful about the details in their lives. They tend to think on paper. They check and double-check everything. They leave absolutely nothing to chance. The Average Joe on the other hand believes in luck, they are too lazy to write things down, they continually forget their purpose, and miss countless opportunities as a result of it. Inspiration can flash though our mind daily and if we fail to record them they can easily be forgotten.

Once you have created a list of people who can help you, think about how you can help them in advance to gain their support. Everyone needs a reason to do something. Most people only respond to one question, "What's in it for me?" What benefit will the people who help you receive for doing so?

7 - Make a plan

Create a plan to accomplish your goal based on the first 6 steps you have already learned. List every detail you can think of. Keep adding to your plan and continue working until your plan is complete. This will take some time but once complete you will have created a powerful tool for your own success.

Now take the time to prioritize your plan, by importance and relevance. The most important steps should be completed first and so forth. You must first remove all your major obstacles, and then gain the skills and knowledge you need followed by the other more specific tasks.

A person with a plan and goal will run circles around someone without one. Someone that knows what they want writes it down and makes a plan to accomplish it. A person, who focuses on a plan, is a stronger and a far more successful person than someone who is vague or unsure.

8 - Take action

Taking action is perhaps the most identifiable quality of highly successful people. Action is critical for the success of your plan. It's vital to do something every day that moves you closer to your goal.

Develop the momentum principle of success. The momentum principle of success simply states that although it may take a tremendous amount of energy to get started toward a goal, once in motion it takes much less energy to keep moving. If you stop completely it takes a massive amount of energy to get going again. This is why all successful people are action oriented – constantly moving toward their goals. It's also why you should be actively working toward your goal on a daily basis.

9 - Visualize your goals

Imagine what your life will be like once you accomplish your goals. Your mind cannot tell the difference between what is real and what imagination is.

Taking the necessary steps to imagine your goals as accomplished will allow your subconscious mind the ability to recognize and attract all the resources you need to make your goal a reality. Your mind tries with all its might to make your words and actions consistent with your clearly imagined goal. The more real or vivid your visualization, the better or more effectively this works.
Believing in yourself and believing in the power of goal setting, is what will allow you to achieve success in your personal life.

10 - Never QUIT

Make a decision right now that you will never give up on your goals and mostly importantly, your main purpose.
The one key ingredient that separates the 10% from the 90% is their never ending burning desire to never give up, especially when the going gets rough and trust me it will.

There are a lot of misconceptions and get rich quick promises in the market today, as a result, many people quit before realizing their true expectations. Only those that are determined to succeed, and those who refuse to give up will win in the end. For it's this same determination that will lead you to discover what it really takes to succeed.

About the Author:

John Komatsoulis is a Business Development expert and coach. He shares tips, techniques and strategies to help people unlock their success. Visit www.LearnAboutUs.com.

The Only Business Model That Works

By Rick LaPoint from Internet Marketing

In an age when customers are increasingly confronted with poor service, shoddy products, and bad attitudes, you have a golden opportunity to stand in bold contrast as the provider who represents everything they are looking for. And having been treated so poorly yourself on so many occasions, you know exactly what NOT to do!

If you want customers to Return again and again, and Recommend you and your products to others, you must treat them like Royalty. Crowning your customers rather than crowning yourself not only builds customer loyalty, but can build lasting relationships, as well.

Win-Win Works Well

To do well in business, the model that works best is Win-Win. If your customer doesn't win, they won't return. If you don't win, you won't remain in business. Pretty simple, isn't it? Personally, I prefer to lean toward the customer in one more important way: I want my customers to feel as though they got the better end of the deal. Maybe they did, maybe they didn't. It's really a matter of perception. As long as both parties get what they went in for—or more—then everyone leaves happy.

And in leaving happy, they leave the door wide open for their friends to walk through.

Those Winning, Winning Ways

Do the Math.

In order to give more than your competitors, you must be able to afford to do so. If you are unable to make enough profit, you won't stay in business. Many companies accomplish this by cutting Cost, because Cost is one of the most important areas of your business you must control. The problem many businesses have is they end up harming Quality as a result. If you can figure a way to keep Cost at a reasonable level without your product or service losing Quality, you will go a long way toward a satisfied customer.

Stay Focused.

You can't please everyone, and if you try you will end up pleasing no one. The more you focus on your core business, the better you will be able to care for your customers. Never allow yourself to be pulled away into "busy work" at the expense of the important things that must be done immediately.

Fix Problems Early.

If something goes wrong, and sooner or later it will, do your best to fix it. Drop everything else. Small, manageable problems can escalate into big unyielding problems if left to fester unattended. If at all possible, remedy every situation early. Never allow misunderstandings to remain misunderstood. The customer is always right. It doesn't matter if you are right or wrong, you must be the bigger person and take the blame, accept the fault. But after doing all you can, you may be forced to accept that some problems cannot be fixed and some customers refuse to be pacified. As long as you do your best, the rest

will simply have to be what it is. Take the loss, get over it, and move on. More often though, your extraordinary efforts will amaze your customer, and they will know they can count on you in the future.

Pride of Ownership.

Your customer doesn't simply want to Buy, they want to Own. Owning implies they are happy about their purchase. Ownership is an emotional quality. Ownership entices people to want to show and tell with their friends. If your product does more, lasts longer, looks better, etc, your customer can be proud to display it to those in their circle of influence they wish to impress.

Emotional Bonding.

When a customer walks away with your product, be sure to add something extra they didn't expect. It may a simple little add-on that to the product, or another product altogether that compliments the one they just bought. Or maybe you give

them something totally unrelated, but is just for fun in some way. This will help give them a warm and fuzzy feeling about you, personally, because you were thoughtful enough to do something extra for them.

Follow-Up.

After the sale, always check back with the customer and ask if there is anything more you can do for them. This is not about what else you can sell them, but about Customer Care. The goal here is ensure they are happy with your product. If they are having any problems at all, you want to know about it right away.

The last thing you want is for a problem or misunderstanding about your product to fester in your customer's mind until they become angry. By checking in early, your customer knows you stand by your product, and will take care of any problems they may encounter in the future. This builds an element of Trust that you cannot afford to be left unattended.
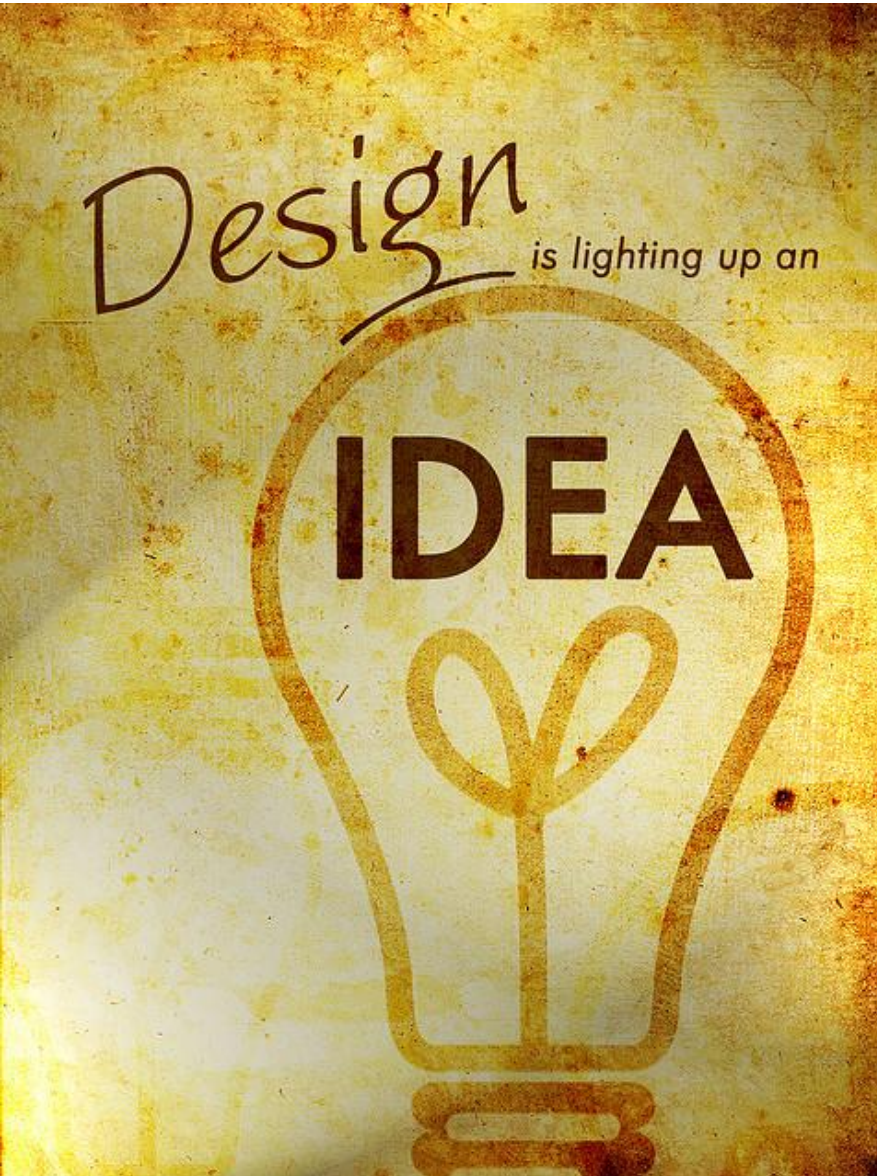
Follow-Up your Follow-Up.

Be sure to send some type of Thank You. This comes after the Problem Check you did earlier. The Thank You has nothing attached to it. It's just a simple Thank You for their business. Don't ask for another sale. Don't ask for Referrals. Don't talk about problems.

Ask for Referrals.

After a little time, but not too much time, has passed, recontact your customer for another Problem Check, another Thank You, and then ask for Referrals. This only works if they are happy with their purchase, and happy about the way you have handled their business every step of the way thus far. Happy customers are happy to refer you, as long as they are absolutely convinced your product is good for their friends or family.

The opportunities for excellence are wide open for those willing to rise above the herd and pursue them. The public has so much negative experience with predatory marketers, you would be a breath of much appreciated fresh air.

About the Author:

Rick LaPoint has years of experience with Inside and Outside Sales & Marketing. He has developed software products in Pascal and C++ for anticipating turning points for stocks, forex, and futures, and has given many live presentations teaching technical analysis skills. You can find Rick's various websites, including Internet Marketing at RickLaPoint.com.

Jump Online to Learn More About Your Customers

By Susan Oakes from [M4B Marketing](#)

If you want to move your marketing up a notch, then getting online and observing your customers is very easy. Of course this is apart from connecting with them.

I am not talking about stalking or being a peeping tom, but simply noticing and gaining more insight into your current and potential customers. Finding out more about them really does help to build and strengthen your relationships.

Apart from engaging with them there is a great deal you can learn, just by listening and observing.

Their Personalities

Not everyone shares everything about themselves, but if you observe them online you will find their personalities do come through.

You can easily see if they have a sense of humor, whether they have warmth, are generous in nature, attention seekers or always need to be right for example.

What is Important in Their Lives

This can be business or personal. If you listen and observe what they are saying you can quickly see where their focus is and what they are thinking about most days.

What Interests Them

Through observation you can see what outside interests are, such as sports, animals, music, cooking, theatre etc. This leads to greater understanding of them as people rather than business customers.

What Upsets Them

These days if someone disagrees with something, then you get to hear about it. It could be about their industry, market, other people or companies. It is important to know what issues are important in their lives.

The Way They Communicate

It is really simple to see how your customers communicate. For example ,you may notice that some of your customers are direct and to the point or are quick to jump on anyone you disagrees with them. Others may go out of their way never to offend others.

Their Business

If you sell to other businesses, then you can stay up to date with what is happening. It may be a launch, winning new customers, problems, needs etc. They will be expressing what they believe is important news about their products or services that they like to share.

This is just a sample of what information you can gather about your customers and the better you know them the stronger the relationship which can only be good for your business.

So over to you know, what are your thoughts on this and do you have any suggestions on other information we should take notice of?

About the Author:

Susan Oakes is the founder of [M4B Marketing](#), helping small businesses get greater results with simpler marketing. She does through coaching, online classes and marketing reviews and solutions.

I am thankful that I can still find answers to my problems even when there seems to be none.

Using Your Most Viewed Articles For Better Conversions

By DiTesco from [IBlog Zone](#)

If you have noticed, I am a strong advocate for putting up ads – in the right places. Ads should in my opinion be visible while being non intrusive. If you ask me, I totally disagree that any ad should be placed within the body of your content. Your content should be totally free of such eye pollutants in order to provide users with better reading experience. After all, you do want them to read what you have to say, right? Also please note, that I am not talking about images that complement your posts (those are good and highly recommended). Now, you maybe asking what the h… does this have anything to do with **better conversions**? Read on.

Placing Single Ads On Most Visited Articles

You all have heard of related topics, right. How about related ads? Related ads can also be good complements to your post. If you are writing something about [keywords](#), a premium [keyword](#) plugin would be a related ad. If you are talking about web hosting, a web hosting service would be good ad too.

And so on.

The ads placement now comes into play and I strongly recommend for you to put it at the end of the post (not before or in the middle). This way, it will still be non intrusive and not distract your readers.

Why most visited articles and how to spot them?

This sounds obvious, but really, this is where you should leverage on most of your organic visitors. These are the ones that normally bring targeted users and are the ones that interest you more to improve conversions. I am talking about using this method **only for older articles** and not fresh ones. Older articles are already indexed and cached and hopefully have good rankings on search engines. Use your webmaster tools, analytics, [SEO](#) Tools, etc. to find which articles are mostly visited by users coming from search engines and specific referrers such as StumbleUpon, Twitter, etc. here is an example.

19

Using Google Analytics Tool:

Log in to your GA account and from your dashboard select content. This is where you will find everything you need to know about your contents behavior. At the bottom part of your stats, you will see "top content". This is what you are looking for. Now head over to those pages, edit them, and put in your ads or add some affiliate links, as described above.
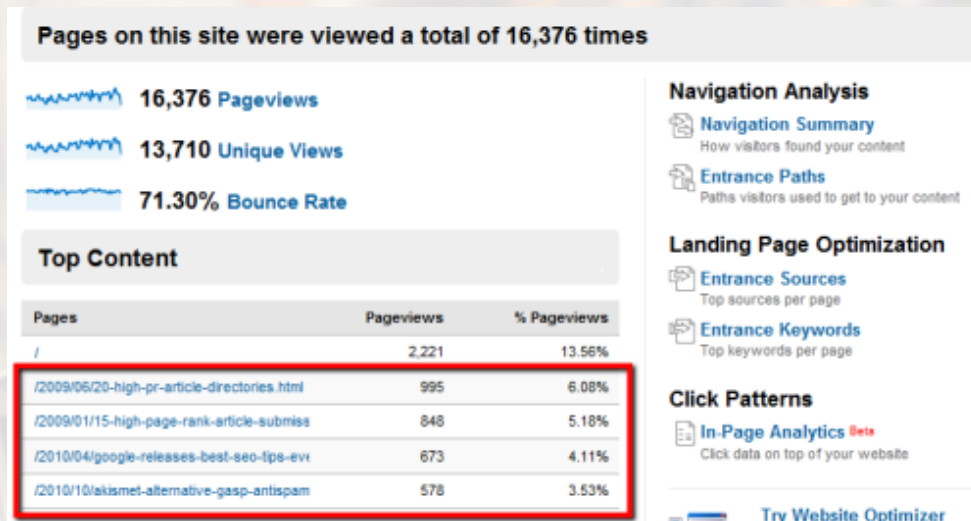
What kind of ads should you set up?

A 468X60 banner is what I have found to work well. Obviously you can experiment with different types of ads or if you do not want to add any ads at all, search for keywords in the body of the post and create some links to affiliate products if you think that it may work better for you. The idea is to take advantage of the fact that these pages are the ones that are driving more traffic to your website.

There you have it. Simple but effective. There are a lot of other ways to increase conversion, and this is one that can work well. Give it a try and see how it goes for you. If you have tried this before, I will be interested in knowing what your experience is. How effective was it? Did it increase your conversion?

About the Author:

A Business Consultant and Internet Marketer, Francisco Perez (aka DiTesco), is the founder and owner of [Home Based Business Resources](#). He provides information and resources about Internet Marketing, Make Money Online Business, SEO, Social Networking, Blogging, and related topics. You can connect with @[ditesco](#) on Twitter.

How to Digg Up the Juiciest Backlinks

By Alex Whalley from AlexWhalley.com

I was just sitting here going through the ~~monotonous~~ exhilarating task of building backlinks to my niche site (Best Baby Car Seats & Covers Here Folks!) when it occurred to me that this little trick I use is not something I have shared with you, so I set about to remedy that – and here is said remedy

We all want backlinks obviously, but what we all really want are the ones that end in **.gov** or **.edu**. The best way to find these links is to spy on your competition and find out where they are obtaining them from, but I have a much simpler way of finding them. And the best thing about this method is that you literally build your backlink right there and then, move on and do it again. I have already built 12 tonight and thought I would share lucky number 13 with you, taking you step by step through the process of finding and building a juicy **.gov or .edu backlink.**

You Need to Digg them Up

For today's lesson I ask that you open your Browsers at Digg.com, because this is where the magic happens.

1:) First we simply go to the search bar in the top right and type in the kind of link we want followed by '*profile* '.
The Reason we do this is because we are searching for the forum profiles of users at .gov or .edu sites, and this is the best way of filtering them out. You can also type in '*forum*' but I have found this tends to bring back a lot of forum based stories as apposed to forums themselves. Anyway… screen capture below I have used .gov profile as the example.

2:) What we are looking for is the .gov extension with 'View Profile of' or some variation on this theme. The screen shot below illustrates exactly what you are looking for.

3:) Now we simply click on the link and view the profile to see if the link is active, and suss out whether we can get our own .
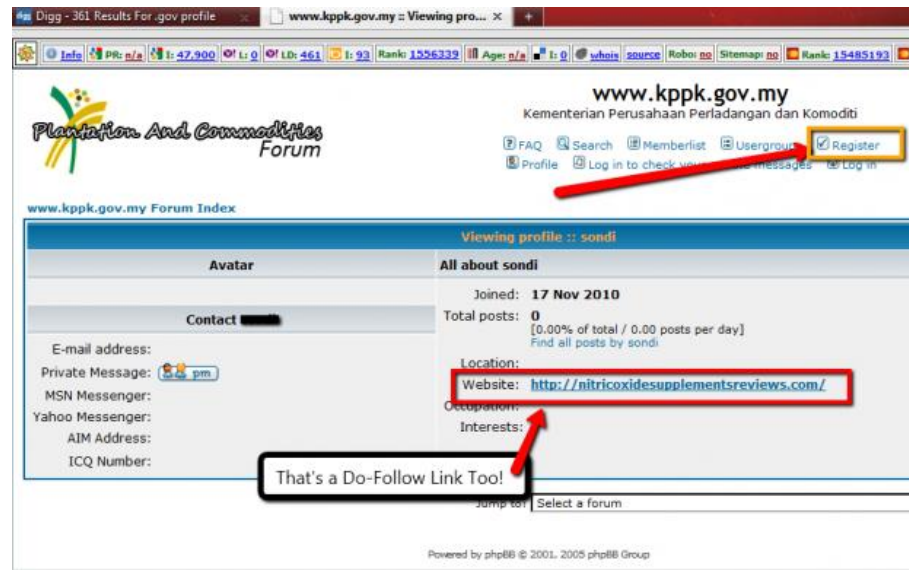
4:) Bingo! Now I can see that the link is indeed active, and not only that – the link is do follow! Usually the forum allows you to hypertext your link, giving you the chance to utilize your keywords, but this particular example clearly does not allow this – or maybe this user just has no idea – let's find out…

The Next thing you want to look for is the 'Register' button, because now it's your turn to create a backlink of your own. Go through the process of registering for the forum and then be sure to **update your profile!**. Also remember that if you can take the time to upload an image, your profile has a much stronger chance of staying active. I also recommend filling in the signature field (if allowed) and including a link to your site or a specific page, utilizing another keyphrase in the hypertext this time. Then go and post a comment to introduce yourself and you instantly get ANOTHER BACKLINK from a .gov website.

Here is the resulting link – Happy days

5:) Do it again, and again and again

Something I might also point out is that more often than not you can hit the jackpot by searching through the profiles of the users who submitted these links. If they are creating forum profiles for the .gov extension and then Digging these profiles for extra link juice, then chances are they are doing this on the same account for ALL their profiles. Find one, and you find them all.

That's it for now, see you soon for a traffic update on my niche site, and the link building processes I have followed to date.

About the Author:

Alex Whalley is the owner and founder of the Keyword Research and Niche Site Marketing Blog and the Director of **BuRP! Consulting**, a Sydney based SEO company. Connect with Alex at his Niche Site Marketing Blog and learn EXACTLY how to build, monetize, and rank a niche site. You can also follow him on Twitter

4 Ways To Work Keyword Phrases Into Blog Posts

By Elgé Premeau from [eMarketing Strategist](#)

Adding **key phrases** to your blog posts will improve its rankings. You don't have to rewrite your blog posts to increase key phrase density. These 4 tips will show you how to increase key phrase density quickly and easily.

One of the best ways to improve your blog's rankings is to increase your key phrase density. Key phrase density may sound technical but all it really means is "The more you use the words and phrases you want to rank for, the better your blog will rank."

When I talk with blog owners about what they can do to improve rankings, increasing key phrase density is almost always on my list of suggestions. Many people assume this means they have to totally rewrite their blog posts and rewriting blog posts is almost as painful and time consuming as writing them in the first place.

Don't worry! You do not have to rewrite blog posts to use your key phrases more often. There are 4 easy things you can do to increase your blog post's key phrase density that only take a few minutes per blog post.

Start with a list of 2 or 3 key phrases you want to add to the page. **Then, look for words in the existing copy that can be replaced.**

Sometimes you have to think creatively and rework a sentence, but with a little practice, increasing your key phrase density becomes fairly easy.

Tip #1: Look for generic words and make them specific

Generic words can often be replaced with specific key phrases. Pronouns like it, they, them, these and those can usually be replaced with a key phrase.

Generic: It is one of the fastest cars on the road.
Specific: The Porsche Carrera GT is one of the fastest cars on the road.

Generic: How can you live without them?
Specific: How can you live without couture microfleece pajamas?

Generic: They are the best lawyers in town.
Specific: Our personal injury attorneys are the best lawyers in town.

Generic: Our service will come to you.
Specific: Our eco-friendly dry cleaning service will come to you.

Generic: Our products work as well as the name brands at half the cost.
Specific: Our all natural hair care products work as well as the name brands at half the cost.

Tip #2: Look for single key words and replace them with key phrases

Say you're a personal injury lawyer in Phoenix, Arizona. Would you really want your blog to rank #1 for lawyer? At first, it might sound like a good idea, but it's not. First of all, it would cost a fortune to get your blog to rank for lawyer. Second, 99.9% of the traffic you'd get would be useless. If you're a personal injury lawyer practicing in Phoenix, that's what you want your blog to rank for.

Scan your copy for instances of single key words and replace them with key phrases. If your business is location specific, work that into the copy as well.

Tip #3: Put Key Phrases in Titles

It's tempting to give your blog posts cute, snappy titles that grab attention and make people keep reading. Copywriters at major fashion magazines get paid a lot of money to write cute, snappy titles. While snappy titles grab attention, they rarely use key phrases.
Considering how search engines give significant weight to the words in the title, it's just as important to put key phrases in your blog titles as it is to make people want to keep reading.

Finding a balance between search engine-friendly and "snappy" can be quite a challenge. I usually start with a title that accurately describes the content of the blog post and includes key phrases. I call this the functional title. Then I brainstorm a list of alternative titles likely to keep people reading and try to work the functional title into them. Here are some examples starting with a key phrase we're trying to get the blog post to rank for.

Key Phrase: internet marketing tips

Before: The 5 Things You Really Need to Know

After: 5 Internet Marketing Tips You Need to Know to Increase Profits

Key Phrase: walking and biking tours

Before: Dream Vacations on a Budget

After: Walking & Biking Tours: Vacations for the Budget Minded

Tip #4: Put Key Phrases in Headings

Headings tell the reader what a blog post is about which is why readers tend to scan blog posts by reading the headings first. When readers find a heading that interests them, they read the copy in that section. For that reason, search engines give more weight to the words in headings than they do the words in the blog copy.

Fortunately it's pretty easy to add headings to blog posts. Assuming you're using WordPress, all you have to do is:

1. Select/highlight the text you want to make a heading.
2. Click on the down arrow next to "Format" in the editing menu.
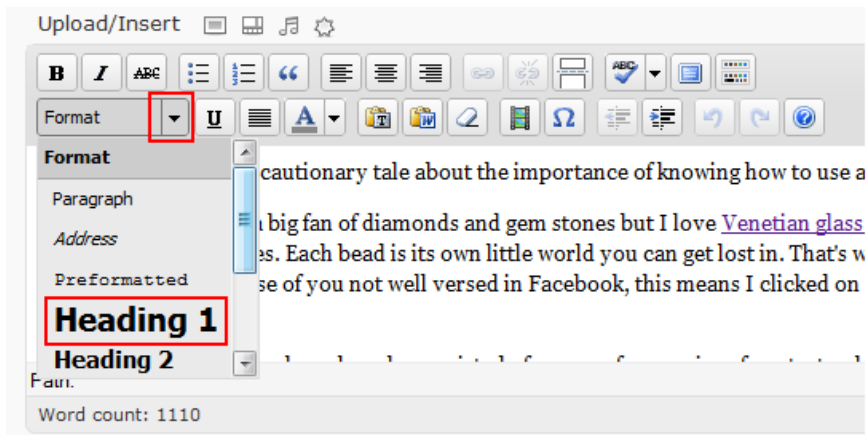
3. Click on the type of heading you want that text to be. Heading1 means it's a main or top level heading. Heading2 means it's a sub item of the Heading1. Heading3 means it's a sub-item of the Heading2. Etc.

Using headings will not only help your blog's rankings, it will help your readers find what they are looking for.

Writing good copy is hard work and many people do everything they can to avoid it. But, people who rely on tricks and gimmicks in an attempt to fool the search engines into higher rankings suffer mightily when the search engines catch on to their games. Knowing what key phrases your customers use and working them into your titles, headings and blog copy, will not only improve your rankings, it will keep them stable over time. You won't have to worry that your blog's rankings will tank when the search engines update their algorithm.

About the Author:

Elgé Premeau is an internet marketing consultant working with business owners to create and implement effective and efficient marketing strategies. Elgé is known for explaining internet mumbo-jumbo in easy to understand language. Learn what every business owner should know about search engine optimization in her free ebook "Higher Rankings in Plain English."

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Keyword Research Success With
Google Wonder Wheel

By Linda G. Cox from LindaGraceOnline.com

Keywords are the phrases that you like people to type into the search engines to find your website. So how do you find the keywords that are right for you?

Google has recently made available a new research tool called **Wonder Wheel.** When you type in a keyword at Google.com and press enter you'll notice there is a new little link on top that says, **show options.**

When you click that link, it will bring up a tool bar on the left that will give you, among other things, **Wonder Wheel.**

Wonder Wheel is the Coolest Keyword Research Tool that I've ever seen! It gives you thematic keyword groups to help you brainstorm keyword ideas for finding little niches within a niche that you could target and totally dominate in the results!

When a keyword is typed into Google, it brings up a cool little graphic – it pulls up the primary search term in the middle circle, then surrounding it are related keyword search terms that are a little more precise.
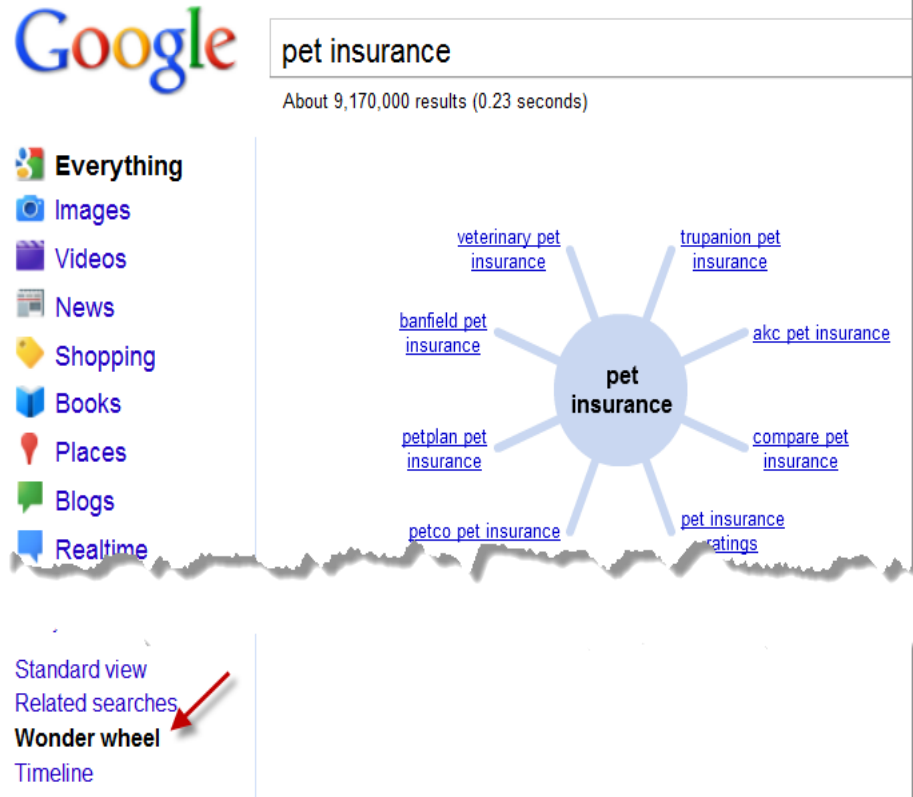
When a different keyword is chosen a new wheel pops up and what's neat is it shows you the organic search results on the right side and the numbers instantaneously. In the past a new tab had to be opened and everything had to be searched individually. Now it's quick to analyze and determine whether the keyword is good enough to go after and dominate.

The more we open up, the more keywords are shown and with each click we get narrower and more specific. Notice up above there is the number to watch to determine if the keywords are getting more precise.

Wonder Wheel is really, really cool! It helps you build out your initial brainstorming in your keyword research. You can find keywords that you might not have even considered, but a lot of people might be typing!

Have you ever used Wonder Wheel for your keyword research? Tell me what you use!

About the Author:

I'm a happily married mother of 8 with 5 grandchildren. I was diagnosed with Multiple Sclerosis in 1995 and in 2009 I created my blog: http://www.lindagraceonline.com to help people realize their potential. Now I am a full time network marketer and I'm preparing to launch my new blog Multiple Sclerosis Relief.com in the first quarter of 2011. Multiple Sclerosis Relief a blog dedicated to showing that you can find joy in living, no matter what your circumstances are.

splatter your heartbeat
across a canvas of wishes
and get a rainbow

Top 10 Ways to Generate Great Ideas

By John Soares from [Productive Writers](#)

You must generate high-quality ideas if you want to be a successful writer — or a successful entrepreneur. Idea generation and development has been a key focus for me for the last dozen years, and today I share with you what I've learned.

1. Be Alone in Nature
Get outside and do whatever you love to do most. I've generated the majority of my good ideas when I was [walking alone on a trail in nature](#). I'm away from my normal routine and the myriad stimuli that bombard my brain, and the ideas just start popping up: sometimes an idea for something new to write; sometimes an idea for what to include in something I'm currently writing; sometimes an idea for how to market a product or service.

2. Drive Somewhere
Get in the car and go. Long-distance drives are the second-most productive way for me to discover good writing ideas. I typically listen to educational audios in the car, and often something the speaker says will trigger ideas for me.

3. Go Places
Go someplace different and experience new things. I love to visit places that are far different from where I live. My home is in the Shasta Valley near Mount Shasta in far northern California. So when I go to Ashland in southern Oregon or down to San Francisco, I'm surrounded by sights, sounds, and smells that spark my brain in new ways.

4. Read
You can get ideas from reading widely. I read books, e-books, magazines, and blog posts regularly, and in many diverse subjects: science, current affairs, health, technology. I also read a lot about marketing and succeeding as a freelancer.

5. Talk with People
Often a conversation with someone will [spark an idea](#). I've found that discussing my ideas with people I

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trust and respect helps me identify which ones are truly worth pursuing and which are not.

6. Examine What Your Colleagues Are Doing

For freelance writers, this means looking at what other writers in your niche(s) are doing, both online and offline. I subscribe to many freelance writing blogs and follow freelance writers on Twitter. I also visit bookstores and libraries to peruse magazines and books.

7. Pay Attention to All Media

When you're on the Internet, watching television, or listening to the radio, be open for new opportunities. For example, I recently listened to ads on commercial AM radio (KGO 810 in San Francisco), and got an idea about how to improve the sales page for one of my e-books.

8. Ask Your Mind for Help

Just before you go to sleep, ask your mind to generate good ideas while you're sleeping. As soon as you wake up in the morning, relax and see what comes. I've gotten several good ideas while lying in bed in that completely relaxed state that comes right after I wake up.

9. Relax…

Lie down on your bed or the floor, close your eyes, and relax your entire body, including your mind. Tell yourself you're open to new ideas and ask your brain to come up with some. Don't force it: just let it happen. This has worked well for me. If you've ever taken a yoga class, the physical and

mental part is the same as the corpse pose that most classes end with. Do that — and ask your mind for ideas.

10. Ask People

Ask people you know well and whose judgment you trust what they think would be good projects for you to pursue. It takes courage, but it can be well worth it. It's definitely worked for me.

About the Author:

John Soares has been a full-time freelance writer since 1994 and a creator and seller of information products since 2008. He helps all writers and creative entrepreneurs to "Work Less, Earn More, Live More" at ProductiveWriters.com. John is the author of *Intelligent Productivity for Freelance Writers: Manage Your Time, Make More Money, and Get More Enjoyment from Life* and *Writing College Textbook Supplements: The Definitive Guide to Wining High-Paying Assignments in the College Textbook Publishing Market*. He has also written two hiking guidebooks on northern California for The Mountaineers Books (Seattle, WA), over 100 magazine and newspaper articles, and 220 and counting supplements and ancillaries for college textbooks.

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Writing Tips - 3 Ways to Squeeze the Most from Your Articles

By Daniel Sharkov from [ReviewZ 'N' Tips](#)

These days blogs are far more than a personal diary and people create them for a variety of reasons. In most cases in first place is the intention of making some extra cash – affiliate programs, AdSense, Chitika, you name it! Whatever the reason, in order to do what you want to do with your blog, the first thing is to get some readers. The second problem is making those readers stay with you in the long term. That is exactly what I'm going to discuss in the following article.

As a regular blog reader, I have gone through dozens of blogs and I'm stumbling upon new finds every day. Some of the blogs I come across are great, offering tons of **quality content** and original thoughts. Unfortunately there is the other side of the coin – blogs that fail to catch the interest of a first time visitor. Often the problem comes down to the content itself. Stick with me to discover some tips on what you should and what you shouldn't do in order to squeeze the most out of your articles and produce a better **blog post**.

Don't consider length a deciding factor

You should not get fooled that the quality of an article is determined by how long it is. I have read some extremely well made posts of just 300 or so words and articles of more than a thousand words that are rather boring. My point is that adding some filler words in order to reach a specific word count is something that should not be done. Just write until there is nothing more to say – I guarantee that your readers will prefer a blog entry, which goes straight to the point and presents the information in an easy to scan way.

Structure Your Articles Well

You might have amazing content to offer, but if you don't know how to present it to your visitors, getting someone to read from beginning to end will be a daunting task. Paragraphs are the most important element and dividing your article in such a way is crucial. Try staying between 100 and 150 words per paragraph. Don't forget to title each of them – it takes just a minute or two, but the entry will be ten times easier to read.

Post Only if You Have Something to Say

From SEO perspective, a [frequent blog posting schedule](#) is not a bad thing, as search engines really love fresh content. You should not post every day just for the sake of fresh content though. Always remember that you are striving at adding value – quality goes well over quantity in that case. It is better to post one top-notch article every two weeks, instead of spewing crappy content every day.

Read again Before Posting

Posting an article right after having it written is a big no-no. Reading it again and checking for possible grammar or structural mistakes should never be disregarded, as it can be the difference between a quality blog entry and a mediocre one. An article full of typos can be very frustrating to read and it makes your blog look unprofessional, which is the last thing you want. The more you read something, the more space for improvement you are going to spot. While going through the article, you need to think as if you are a random reader. Placing myself in that position has helped me found some really strange mistakes, which otherwise could have ruined a whole post. Believe it or not, but that article isn't an exception as well.

The steps are simple and easy to follow, but I guarantee that complying with them will help you boost the quality of your articles. Feel free to leave your comment below. Feedback, criticism, tips and advices – every one of those is more than welcome.

About the Author:

I'm Daniel Sharkov, a 16 year old student and a blog owner. I dived into the blogging world around a year ago. My blog covers subjects primarily in the [Blogging Tips](#) field. You can also read articles covering [Writing Tips](#), Social Media and SEO topics.

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Be More Productive:
Cut Out These 5 Productivity Sins

By David Shaw from David Shaw Blog

Are you always struggling to find time to write your next blog post? Even when you do find time, you have to rush your post to get it live?

You are not alone, the majority of bloggers have day jobs or other commitments that limit the amount of time they have available to produce quality content for their blog. The big problem with this is that rushing to get posts live can often result in a poorer quality of post and severe knock-on effects for your blog.

The good news is that you can free up a considerable amount of blogging time by cutting down on a few time-wasting activities that we are all guilty of. Chances are you commit at least one of the 5 sins I am going to outline below, if you can stop doing these 5 things you will free up more time for blogging and become a more productive blogger at the same time, this will enable you to write higher quality posts that will help to grow your blog.

The 5 Deadly Productivity Sins

Checking Stats: Be honest, how many times a day do you check your analytics, Adsense, Twitter followers, RSS followers or comment count? I used to keep checking stats that I know only update once a day. The only way your stats will increase is by you writing great content! Get your content done first, then obsess over your stats.

Blog Commenting: How many times have you read that blog commenting is one of the best forms of blog promotion? Hopefully loads, because it is! However, writing quality content is more important, you need to make sure that the people you send to your blog via comments actually have something useful to read when they get there.

Social Media: This is starting to eat into a lot of bloggers time. Checking your Twitter or Facebook feeds for new updates is addictive. Shut down any social media applications, most seem to pop up notifications that can easily distract you from the task at hand.

Emails: I must get around 150 emails a day to my many email accounts. If I sat and replied to them all, I would never have time to blog. I tend to scan through for any urgent emails, get them out the way and leave the rest until after I have written an awesome blog post.

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Design Tweaks: I used to be a sucker for this one. "I think I will just add a new section to my sidebar to show off feed counts or a new header, it will only take a couple of minutes" – No it wont, once you start making one change you keep making other changes, this eats up a lot of time. My advice is to set out certain times for making blog changes and have a clear schedule for which jobs are most urgent.

The aim is to do all the above after you have written your killer blog post. You will find that you are able to write better when you are fresh and don't have a clouded mind. It is really easy to get sucked into the above sins and before you know it an hour has passed and you have other commitments which prevent you from blogging.

You will actually find that you can write your blog posts faster if you do them when you are fresh so you will still have time to waste on the above afterwards.

The best advice I can give is to disconnect yourself from the Internet whilst you write your post, this will prevent you from performing any of the sins I have outlined in this post.

Are you a productive blogger? Are you a sucker for any of the 5 sins? What sin prevents you from being a productive blogger?

I am guessing you are having a bit of un-productive time right now, so <u>follow me on Twitter</u> and I can waste more of your time!!

About the Author:

David Shaw is a young blogging and social media expert from the UK, he has been blogging for around 4 years on many blogs around the internet but now calls <u>davidshawblog.com</u> his home. He is also a co-founder of the blog advertising network Puxee.com.

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Are People Clicking on Your Pay-Per-Click Ads and Leaving?

By Sherryl Perry from Keep Up With The Web

What is a **landing page** and who ever heard of a **microsite**? Well, if you're running Pay-Per-Click (PPC) advertising or are about to, you should be able to answer those questions. One of the advantages of running PPC ads is that you can target your ads to specific customers. You can select the geographic area where you want your ads to appear and even target specific demographics. When you write your ad title and copy, you can carefully select targeted keywords and bid on keywords based on buyer-intent. So, why would you send someone who clicks on your ad to your home page or some other page that currently exists on your site? If you're investing money into pay-per-click advertising, why not take it one step further and create a customized landing page for each ad campaign?

In my previous post, I talked about PPC advertising campaigns that I ran for a product that targeted a very *specific niche target market* – virtual tour photographers. Actually, I was able to refine that niche market even further and segment it into two specific types of customers. One customer was the professional photographer who already owned a DSLR (*digital-single-lens-reflex*) camera and was looking for a new service to add to an existing photography business. The other customer was the amateur photographer who wanted to start a home-based photography business.

Different Customers = Different Ads = Different Landing Pages
I was targeting two entirely different customers with different product bundles. The customer needs and product benefits were unique to each group. I set up two specific Google AdWord campaigns and created two different landing pages. Each landing page actually brought the website visitor to a new "*home page*" in a *sub-directory* of my main website. The professional photographer who clicked on an ad that targeted professional photographers landed on a page that they could identify with. Conversely, the amateur photographer landed on a different page that was tailored specifically for their needs.

37

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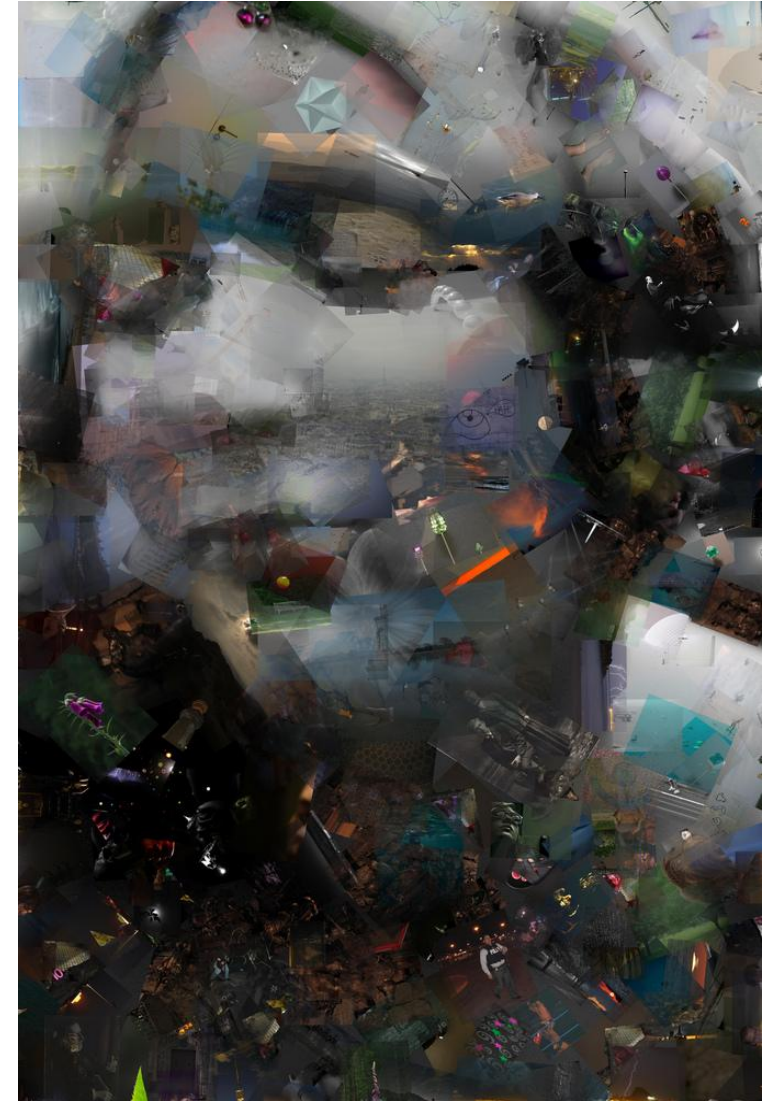
Landing Page Targeted to Professional Photographers

•I created a sub-directory in my domain called *photog*.

•I created a new *index* page in this sub-directory to be my home page/landing page for my PPC ads that targeted professional photographers.

•The title of my new index page was "*Photographers Make Money with Panoramic Photography*".

•When someone clicked on my PPC ads that targeted professional photographers, they landed on this page:

•The content that they saw included copy that closely matched the text in my ad. The entire copy that I used on this page targeted professional photographers.

Landing Page targeted to Digital SLR Camera Owners

•I created a sub-directory in my domain called *camera*.

•I created a new *index* page in this sub-directory to be my home page/landing page for my PPC ads that targeted digital SLR camera owners.

•The title of my new index page was "*Make Money with Your Digital SLR Camera*".

•When someone clicked on my PPC ads that targeted digital SLR camera owners, they landed on this page:
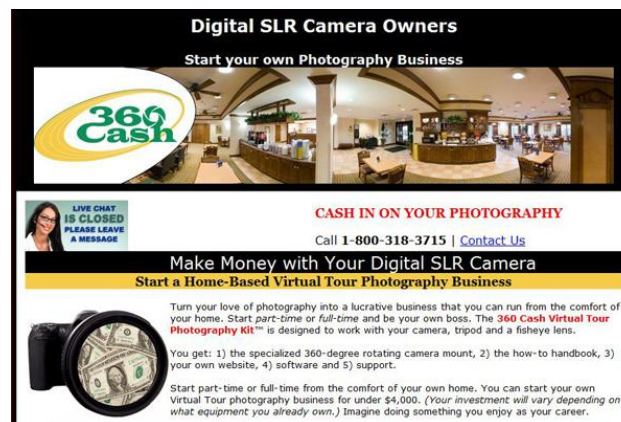
•The content that they saw included copy that closely matched the text in my ad. The entire copy that I used on this page targeted digital SLR camera owners.

Microsites

What looks simply like *landing pages* are actually **microsites**. Each page contains everything I need to convert a website visitor into a customer. Neither of these pages contain a navigation menu. Additional pages with more information are available by clicking on graphics or links that open new pages. There's access to a contact-us page, sample tours and (*on the microsite for DSLR camera owners*) access to sample website templates for a photography business. Each page has a buy-now button where the visitor can select from one of two bundled packages and make their purchase.

About the Author:

Sherryl Perry is a computer geek, teacher and entrepreneur. After a career as an elementary school teacher, she spent over 20 years working in the corporate and non-profit sectors as an information technology professional. For the past 6 years, Sherryl has worked as a business coach and consultant. She specializes in helping business owners and entrepreneurs develop business strategies that will keep them focused on their core values while implementing those technological solutions that are the best fit for them. Sherryl blogs at www.KeepUpWithTheWeb.com.

Forum Marketing — Still an Awesome Method! By Dennis Edell from DennisEdell.com

Every once in a while I get an email or two asking if I know anything about forums and **forum marketing**, and if I could answer a few questions.

As luck would have it, I know a LOT on the subject. 98% from personal experience, and a little I've heard about but haven't tried yet.

Being responsible, as I do with all "tips" I will always label something as to whether I have personally used it before or not.

Since I'm on such a publishing spree, I decided to draft this up as the opener to the **forum marketing** category. A category surely to be filled more and more in the coming time.

Forum Marketing | Networking
The art of promoting your wares and meeting potential friends and contacts on a forum.

In-fact, being HUGE in the 90's, forums were one of the first marketing and networking arenas utilized; alongside chat-rooms.

As with blogs, you can find a forum for just about

ANY niche you can imagine, or any thought you can muster. However, not all are high quality.

As with blogs, many are started quick with dollar signs in the eyes, and die just as fast in ignorant frustration.

I do plan to set-up one of each of our own, eventually.

An Art-Form Indeed
Yes I could have easily said, "the act of", but there truly is an art to **forum marketing** correctly.

There are rules to be to abide-by on every forum. They all pretty much start out the same, no spamming links, no profanity, no personal attacks, etc.

As you can see, very similar to blog commenting.
However, it is ALWAYS a good idea to read each one as you join; some will for sure have their own personal type rules.

Screw-up even a little on some, and the forum regulars could jump you like a batch of rabid monkeys.

Whilst they ARE simple enough for ANYONE to catch on, it becomes blatantly obvious pretty quick that not everyone is cut out for it.

The Signature Box
The KEY to forum marketing; the signature box. Similar to the bio box for article marketing, this is where you place the links you're hoping all will click on.

This is also a key area to which reading the rules is essential.

We discuss this in greater detail, as well as a special link technique in the next post.

Much More to Come
We will get into **forum marketing** as a whole in much greater detail in the coming days/weeks/months.

Forums, although not as widely used since the inception of social networking sites, remain an awesome promotional/networking tool if used correctly.

Next post: The Forum Signature Link Technique You Haven't Heard Phew! That's a mouthful of a title, huh?

About the Author:

Dennis Edell - Personal Coaching for Small Business Blogging, e-Commerce Marketing and Making Money Online

40

hold freedom in your hand
and hope in your heart
so the song in your lips
will always harmonize with faith.

The 80-20 Rule of Online Business

By Keith Bloemendaal from Biz Hax

I am sure most of you have heard of the 80/20 rule in business right? It really works in many ways online, so I thought I would outline some of the ways I have found the 80/20 rule to work for me:

80% Of Your Income Will Come From 20% Of Your Customers:

Tim Ferriss made this famous by putting it in his Four Hour Sleep Week book (great read BTW). I have found that this holds true for most businesses unless your business does not include repeat customers or residual income.

So the question remains, do you eliminate the 80% of your customers and that 20% of your income along with it? It is a big step, but one that I think will catapult your "biz" into the next level of success.

Think about that for a minute…. if you are wasting 80% of your time on customers that only bring in 20% of your income and you essentially fire those customers, you just freed up a heaping amount of time to bring in more of the customers that provide you 80% of your income!

80% of Your Subscribers Will Come From 20% of Your Readers/Commenter's:

That's right, all those precious commenter's you have on your site….. most of them are just going to be commenter's. In fact I may even go as far as to say only 10% of your commenter's will subscribe or buy anything from you.

I completely agree that comments help create a community, but we are talking business here, not singing Kumbaya in a circle around a fire on the fricking beach!

So, stop paying so much attention to the commenter's, stop worrying about them, start worrying about the lurkers hanging back that read your blog and never comment! Those will end up being your best customers, I promise you!

80% Of Your Interaction Will Come From 20% Of Your Followers:

This is for all of you looking for "social proof" by trying to get as many followers as possible on Twitter and as many "friends" as possible on Facebook.

Again, I would go further and say most of you only interact with 10% of those that follow you. So why have so many? I feel so much better starting this new Twitter account (@BizHax) and trying to grow it organically and naturally this time instead of just mass following people and using tools to help find followers.

I use lists to segregate my Twitter timeline, it makes it easier to gather info and interact. Using HootSuite Pro I am able to have multiple columns open with my lists, mentions, and DM's available for a quick glance, then I am off to doing something more productive.

80% Of Your Traffic Will Come From 20% Of Your Posts:

Yep, most of the posts you write will get minimal traffic, then there will be a few of them that really get good traffic because they end up ranking well in the searches and they are on topics that are being searched a lot.

Let's face it, the real traffic, the buyers, clickers, whatever it is you want your traffic to be doing on your site, will most likely come from search. If you are like most bloggers, you probably have a few posts that really rock in the search traffic. Analyze that data, what can you do to duplicate it? Can you write a follow up? Can you expand on the topic? Has your opinion changed since you wrote the article? There are a million ways to capitalize on that article (or those articles).

80% Of The Information You Gather Online Accounts For Only 20% of Your Actual Knowledge:

This is a tough one for many, but it is really true. I used to be subscribed to hundreds of blogs in my Google Reader. I have that down to about 50 of the ones I really see value in now.

80% of the crap you read is just that, CRAP! 20% of the information you gather is actually useful. Stop wasting so much time on blogs you know are only rehashing old ideas, re-writing old ProBlogger articles, and never putting out anything of real value!

Conclusion:

Of course, some of the things I mentioned here will vary from online biz to online biz, but if you really sit back and think about how much time you are wasting on non productive and non income earning tasks maybe you can take the next step in your online hax!

About the Author:

Keith is a passionate biz hacker and writes Biz Hax. Keith also enjoys web design, community management, and SEO. When he isn't in front of the computer he likes photography, golf, and sunshine. You can follow Keith on Twitter.

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21 Little Known Ways to Get Traffic to Your Blog
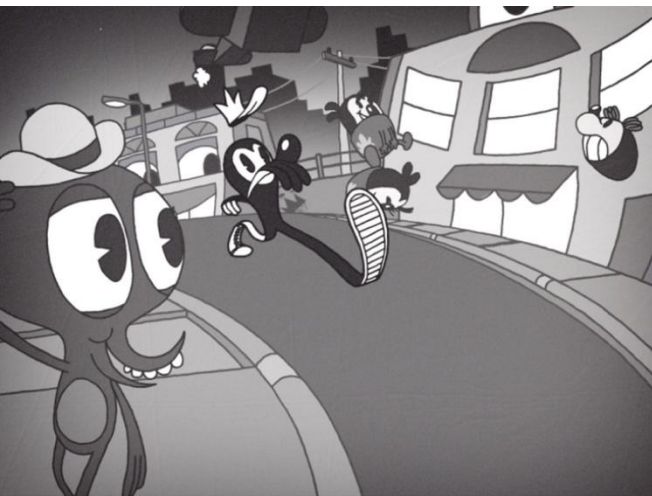
By Onibalusi Bamidele from Young Pre Pro

Traffic is very important to your blog's success and it doesn't matter how great your content is, it is of no importance if it isn't read.

There have been many posts on how to get traffic to a blog all over the web and I have noticed most of these posts are always saying the same thing.

This post is not going to talk about the common ways to get traffic to a blog and believe me, I won't talk about guest blogging, blog commenting and the likes here. I will be talking about some new traffic strategies you might never have heard of, or you have never tried.

1. Online Groups

This is one very powerful and underused way to get traffic to a blog. I didn't realize the power of online groups until one of my articles went viral and I got tons of visitors from LinkedIn groups.

Many of these website groups require you to register before you can view or post threads and it is very important to effectively research and make sure the group has a lot of members before you join. I will recommend joining groups with over 1,000 members.

It is also very important not to just join a group for the main purpose of getting traffic because this will lead to your account being banned and deleted but you should rather focus on giving value and helping as many people as you can.

There are many website groups you can join and some of the best ones are:

- Google Groups
- Yahoo Groups
- LinkedIn Groups

2. Tutorial Sites

Writing for tutorial sites can also be a great way to get lots of free traffic to your blog and unlike article marketing or guest blogging, if you can get the right tutorial sites to write for you will end up getting thousands of visitors from your articles.

Many tutorial sites have a large audience and huge tutorial demand they want you to fill and this makes it easy for your articles to get published while you get maximum exposure from your articles.

Another great benefit of writing for tutorial sites is that they easily get ranked in the search engines and since many tutorial related posts result in a lot of

search engine traffic you have more chance of getting free, consistent traffic to your blog.

There are many top tutorial sites you can write for and below are some of them:
-[Tutorialized.com](#)
- [Psdtuts.com](#)
- [Tutorial9.net](#)

3. Secret Blogging Clubs

Another great way to get more traffic to your blog is by joining secret blogging clubs. The aim and goal of these clubs is to help spread the word about each other's blog and they do help themselves in so many ways, ranging from retweeting to stumbling each other's posts.

Many of these clubs have their own requirements but if you could meet the requirements it could worth all the efforts.

When trying to get the best from secret blogging clubs it is very important to make sure you adhere strictly to their rules. Many of these clubs have a maximum number of times you can post in a week; if you don't adhere to this, it might lead to your account being deleted. It is also very important to make sure you promote other people's post because this is the main reason the club was established.

There are many great secret blogging clubs you can join and some of them are listed below:
-[Daniel Scocco's retweet club](#)
- [Harsh Agrawal's retweet club](#)

4. Niche Social News Sites

Another great way to get more traffic to your blog is by using niche social news sites.

There are many niche social news sites you can submit your blog to for traffic and many of them are communities that rank your submissions based on votes from users. The best way to get the best from submitting your blog posts to niche social bookmarking sites is by making sure you have a catchy headline and by voting as many people's post as you can. Once you vote as many submissions as you can many of those you voted will come back and add you as a friend and they might even reciprocate.

There are many niche social news sites you can get started with and some of the top ones are listed below:
- [Sphinn](#) ([SEO](#) Based)
- [Bizsugar](#) (Marketing based)

5. Amazon Traffic Formula

Another great way to get more traffic is by tapping into one of the biggest websites on the web.

[Amazon](#) is a reputable website trusted by Google and it doesn't find it difficult to rank for competitive keywords. If you have been into SEO you will notice that Amazon ranks on top for many highly competitive keywords.

A great way to tap into Amazon's traffic is by reviewing products that relates to your niche and that are ranking already in Google, you should then include a link to your blog below your review. If you can't find any product related to your niche you might also want to create yours.

6. Wikipedia Traffic Formula

[Wikipedia](#) is a great traffic source and I have been getting some traffic from it (*even though I didn't do anything = someone did it!*).

One great way to get more traffic from Wikipedia is by interviewing a top blogger/person in your niche and then visit Wikipedia to create a page for this top blogger/person, under the external links section you should link to your interview with the blogger. Since these people are top bloggers many of them would be having a page on Wikipedia but Wikipedia allows anybody to edit a page

so you can edit the page and add your link to it.

You might be wondering if can't you just create a Wikipedia page for yourself, it just doesn't work like that because your name might be rarely searched in Google while the name of many of these top bloggers will be frequently searched. Those searching for the top bloggers name will eventually land on the bloggers Wikipedia page which will in turn help you gain more traffic to your blog.

7. Ning Communities
Another great way you can get traffic to your blog is by making use of Ning communities, even though this method can be very effective it is not being used by bloggers.

The first step is to try to locate the top Ning communities in your niche and make sure you sign up to only communities with over 2500 members because this will help you get more results (anything less than 2500 members might result in very low traffic).

There are several ways to get traffic from Ning communities and one of those ways is by writing a blog post for them, the advantage of this blog post is that it will be displayed on their homepage thereby leading to more traffic – if you can write your best it might even be featured for some time.

8. Create Free Ebooks
Another great way to get free traffic to your blog is by creating free ebooks and distributing it. I am not saying you should use it to build your list, you have to give it out for free with no strings attached. Your main aim will be for the ebook to go viral.

When trying to create your ebook, it is very important to include a link to your

blog in it and also have a strong call-to-action telling people to subscribe to your blog, once this is in place you can submit the ebook to as many places as you can.

Some of the best places to submit your free ebook to are file sharing websites, document sharing websites, free ebook directories and you might as well want to contact other bloggers in your niche to help you promote the ebook on their blogs.

9. Offer Testimonials
There are lots of big product creators/companies looking for testimonials for their products or services, you can get more traffic to your blog by offering testimonials to this companies.

It might be your web host, a top blogger in your niche, a top internet marketer or as many people as you can. Make sure you only send them high quality testimonials while including a link to your blog, they will most likely link to your blog when they use your testimonial and this will also be another source of traffic to your blog.

When trying to send testimonials, it is very important to make sure you have used the product or service you are offering a testimonial for because there is no point in you giving a testimonial for what you haven't used.

10. Content Syndication

Another great way to get more traffic to your blog is by syndicating your content to other sites. When it comes to getting traffic through content syndication there are many top sites you can syndicate your content to and if you write great posts with [catchy headlines](#) you will be able to get more traffic to your blog.

Some of the top content syndication sites you can start with are:
-[Alltop](#)
- [The Daily Brainstorm](#)

11. WSO's

WSO is an acronym for Warrior Special Offers, this strategy is very powerful and if used properly it can be used to help you gain more traffic and subscribers. I will advise you to have a mailing list and use this method to build your list because if you do otherwise you might not get the best from your traffic.

Warrior special offers allows you to list your offers in the [warrior forum](#) and one great advantage of this is that it will remain on the top of the page for a long period of time, if your WSO goes down you can in turn bump it up again.

12. Plugin Creation

Another way you can get more traffic to your blog is by creating great plugins for free and making it a requirement to leave a backlink to your blog before using the plugin.

There are a lot of plugins that helps simplify people's problems and many people would go and use your competitors plugin if you are not creative enough. If you want the best from creating plugins you should make sure nobody else has created that plugin or that there is no free alternative.

Once you have successfully created the plugin you can submit it to the wordpress plugin directory in order to get the best from it.

13. Website Theme Creation

Another way to get more traffic to your blog is by creating free website/blog themes and by including a link to your blog in the footer.

There are many website themes already and there is a chance your theme won't get the desired attention but if you try to come up with something very unique and great you will surely be rewarded.

When creating your theme, it is also very important to make sure it is very flexible and has its own custom admin panel because this will also increase the number of downloads you can get. Once your theme is live you should submit it to the wordpress theme directory and many other theme directories and websites, you can also contact a lot of bloggers who blog about wordpress to review your theme, the end result will be more downloads of your theme and eventually more long-term traffic to your blog.

14. Help from Top Bloggers

You can really get *great traffic* to your blog if you can get attention from top bloggers in your niche, most often, this is not very easy and one of the best ways to do this is by asking about 20 top bloggers in your niche a question, once you have gotten an answer to your question you should publish the post and notify them about it. Many of these top bloggers will retweet and share your post and this will lead to more traffic for you.

15. Start a Creative Product/Service

I know this is not what you wanted to hear (that is why I said "*little known*"). Another great way to get more traffic to your blog is by creating a great product/service that caters for a specific need in your niche. There have been many blogs that found it difficult to get traffic but when they came out with a great product the viral marketing effect took place and the rest is history.

Creating a product/service doesn't just work like that, after all there are lots of products and services out there, all you have to do is make sure you are very creative and that your product is the best. You can create a great product that will eventually lead to you being covered by the media and many top blogs.

16. Build a FREE Useful Tool

Another great way to get traffic to your blog is by building a great free tool for others. When trying to do this, it is very important to make sure your tool is of high demand and that it solves people's problem. One great example of free tools you can create to get more traffic to your blog is an SEO tool; you can create a tool that helps people check their backlinks or pagerank and in turn link back to your blog below the tool.

17. Join Webrings

Another great way to get more traffic to your blog is by joining webrings. In case you don't know what a webring means, a webring is a collection of websites linked to each other in a circular form.

There are many advantages of joining a webring, some of it being that it can easily help you get more traffic to your blog, it can easily help you gain more backlinks

and it can also help you meet like-minded people.

There are many top webring sites to get started but the best is webring.com

18. Write Picture Posts

There is a saying that a picture is worth a thousand words, this is so true. If you can easily come up with image posts that impacts people's lives in one form or the other you will be amazed to see how much traffic you can get.

There are many advantages to writing picture posts and one great advantage is its ability to go viral on social bookmarking sites. Even though writing image posts is good, it is very important to take caution and not do what will annoy your readers; value comes first so you should focus on providing value irrespective of how you write your posts.

19. Use Podcasts

Another way to get more traffic to your blog is by creating podcasts and submitting it to iTunes. Your podcast can be in form of an interview with a successful blogger or you giving advice to your readers. It is also very important to try as much as you can to mention your blog address several times in your podcast, also make sure you

link to your blog address in your podcast description section. If your podcast begins to rank and gain more traffic in iTunes the traffic will eventually flow down to your blog.

20. Web 2.0 Sites

Another great way to get more traffic to your blog is by making use of web 2.0 sites like Squidoo and Hubpages. Web 2.0 sites rank easily in Google and they can help you increase your search engine rankings while at the same time sending consistent traffic to your blog. It is very important not to spam these sites because your content represents you and your blog and if you have already destroyed your reputation before a visitor landed on your blog what is it to say again?

21. Get my **FREE Traffic Ebook** and Subscribe to **My Feed**

Well, I told you before I started, right from the title, this post is talking about "*little known*" ways to get traffic to your blog and many people won't tell you to subscribe to youngprepro if you want more traffic to your blog .

Subscribe to my blog for more great posts and also be observing what I do on my blog, this alone is enough knowledge to

help you grow your blog.

BONUS POINT

22. Free Computer Software and Widgets
Another great way to get more traffic to your blog is by creating free software and widgets that satisfies a need, you can also create a free wallpaper and make sure you brand it with your domain name – this will also help you get more traffic if your software/widget/wallpaper is downloaded by a lot of people

Conclusion
Getting traffic to a blog might be a problem on its own, and believe me, it isn't a problem if you are ready to take action. I am not trying to tell you this for the sake of it and believe me, my work speaks for me. God willing, I have been able to take youngprepro to a level where it is now getting thousands of visitors every week and I also got it below the Alexa 30,000 rank in just 4 months and many of the strategies I used are already listed in this post.

Don't just sit down waiting for another traffic strategy, get something done!

About the Author:

Onibalusi Bamidele is a 16 year old entrepreneur who hopes to help young entrepreneurs change the world. Subscribe to his blog and follow him on twitter for practical tips on achieving online success.

Are You Playing Hide and Seek With Your Market?

By Gail Gardner from [Grow Map](#)

Many seem to be following the *"if you build it they will come"* business plan.

That *simply does not work.*

Most of your market is trying to find you by *searching* somewhere – whether that is on a [search engine](#), [blog search](#), on their [favorite Social Networking sites](#), using search tools like [FeelTipTop](#) or in [Local Search Directories](#).

The key questions you must answer when *building traffic* for your Web site are:
WHO is YOUR target audience
What exact words and phrases (your **anchor text**) are they using when looking for what you offer.

The very first thing every business, blog, or ecommerce site needs to know is what their most important keyword phrases are – because how you write about and promote those phrases determines whether your Web site gets found online and by how many.

Make this task your highest priority today.

✓First identify your target audience – who would look for what you offer and where do they look?
✓Brainstorm – ideally with others – how your target audience would go about searching for you online.
✓What exact words and phrases would they use? Remember that many will NOT know your industry jargon or the specific names you use.
✓Check your existing positions for those phrases (see tools below). Your target is to be found on the first page of results at Google, Yahoo and Bing.
✓Identify your very best page or post for each phrase. If you don't have a compelling [pillar post](#) for that phrase create one.

49

Share on [Twitter](#) | [Subscribe](#)

Here are some tools to assist you with the above:

FREE KEYWORD RESEARCH TOOLS:
➢WordStream [Free Keyword Research Tool](#) – my preferred tool – makes it easy to edit and save keyword lists
➢ [WordTracker](#) (free version) – best for checking actual search volume
➢Google [Keyword Tool External US](#)
➢Google [Keyword Tool External UK](#)

There are many others but the first two are what I use most and the last two are what Murray Newlands recommends on his [Affiliate Marketing Blog](#).

SEARCH ENGINE POSITION TOOLS:
➢Free [SEOBOOK Rank Checker](#) – [How to use Rank Checker](#) to check your search engine positions.
➢If you have the [SEOBook Toolbar](#) the RankChecker is built into it.

One you know what they are, *use your most important keyword phrases:*

1. To write posts that [target specific keyword phrases](#)
2. When leaving comments in blogs using [KeywordLuv](#) or that allow you to add links with your own anchor text within the body of comments
3. Share them with your [blogging buddies](#), [blogger alliance](#), [blog club](#), or collaborators so they know precisely which posts are most important to you and what keyword phrase to use as your preferred anchor text
4. Focus on them when doing [blog outreach](#)

If each of us will take the time to *share* this type of information *with our collaborators*, it will make a *HUGE* difference in the results we will see and how fast we attain them. Once we have this information we can select the best anchor text and landing page to use whenever we link to each other. When I blog I also add Twitter IDs and I recommend doing that too.

In case anyone doesn't know, anchor text is simply the words that are used in hyperlinks you create. Instead of always using someone's blog name or their name start *LINKING their optimum anchor text phrases* because your target audience includes the masses who don't know your business name or blog yet.

OTHER WAYS TO BUILD TRAFFIC:
NEW: 101 Essential [Traffic Building](#) Resources
[List your business in Local Search Directories](#)
[27 Ways to Seek Out Customers](#)

About the Author:

Known for sharing proven strategies for growing blogs and businesses, Gail owns the [GrowMap blog](#), an Editor or Admin for [CommentLuv](#), [MurrayNewlands](#), [WordOfMouthMarketing](#), [InboundMarketing](#), [SocialMediaMonday.com](#), co-moderator of the [Secret Blog Club blog collaboration](#) and active at [BloggerLuv](#). You can read about her background at [LinkedIn](#) and connect with her [@GrowMap on Twitter](#).

List Building, The Cornerstone of Internet Marketing

By Kimberly Castleberry from <u>Just Ask Kim</u>

You may have already heard the phrase "*The Gold is in the List*". If you haven't, don't worry… not only will you, but you'll start to grow tired of it! You may ALREADY be get tired of hearing it, but it's the absolute truth! Let's start by answering the basic question "<u>What is a List</u>?"

In online marketing terms, <u>a "list" is your database of contact information of all your prospective buyers</u>. Here's an example: If you have a product or promote products about fitness and I sign up for your list, I am a prospect than you can choose to market to repeatedly until I unsubscribe from your "list". This "list" is also know as a "optin list."

Now that you understand what a list is, the next question that usually comes to mind is "<u>Why do I need a list</u>"? & <u>What good is a list to ME</u>?

Whether you are in direct sales, affiliate marketing, network marketing, or a major franchise or corporation joining the ranks of web 2.0… <u>a list is critical for online business success</u>. In fact, due to both spam and telecom regulations a list that has been opted into by your prospects may be the only thing protecting you from jail.

<u>Why is list building the key to success</u>? Let's say you're an network marketer and find a affiliate product you truly enjoy and want to use as part of your funded proposal. You first start to take everything you've learned and pull some traffic to your affiliate links. Over a period of say, 30 days, you funnel 5,000 prospects from the internet, who are interested in what you want to sell or promote, straight through your affiliate link to the product owner's site.

<u>But here's the catch, without a list of your own, you're leaving money on the table</u>. Those 100 people who actually purchased from you with those 5,000 clicks? They become a part of the *product* owner's list, not yours. So what the product owner is going to do is send them more offers in the upcoming weeks.

They have proven themselves to be buyers. In the next 30 days, those buyers purchase more from the product owner to complement the product they originally bought. You passed on building the list the first time around, and this money goes to the *product owner* – not you. <u>The product owner is list building off of your back if you are not capturing that information first!</u> Not only are you given them sales, but you're also given them one of your biggest assets… proven buyers.

If you're in network marketing, you're blog actually serves as a buffer between your prospects and your network company. This may seem counter-intuitive, but it helps you to not only self-brand but ALSO keeps you out of trouble with MLMs that will not allow you to market with their name online. Once the individual has opted into your list, you can safely market "out of sight" in most cases and remain protected. You build the relationship on the front-end, the blog and save further marketing and phone number getting for the list marketing. So, just like list-building on paper with phone numbers, building an warm-market list online is the key to massive business growth.

Starting from day one, I advise building your list. Don't let one single person slip through the cracks because you didn't have your list in place! Make this a priority. Not just a priority – make it the KEY priority. Never lose sight of the fact that if your attention is not on list building, its not on your business. If your business isn't growing at the rate you wish it was and if you're wallet isn't as full as you wish it was, odds are its because you have been focusing on busy-work instead of list building. While only 2 actions put money in the bank… marketing a link to an existing list… and calling an existing lead to sell or recruit them … both of these hinge on HAVING that list! Can you see where the bottleneck is?

Using a auto-responder like [Aweber](#), which we'll cover more later, you can have multiple lists for different niches and it will only cost you about 19.95 a month (they have a awesome free trial too!). Auto-responder software such as Aweber is critical to good list building. You can see log in every day to see how many people have signed up and created automated messages to send them to help boost your conversion rate into more sales.

One key to remember however is to never think of your social media connects (twitter followers, Facebook fans, etc) as your list. The minute you think of these social contacts as your list and begin marketing to them as though they were, is the minute your social media career goes down the drain. Social media contacts are individuals that you are still actively in the relationship-building phase with and have not yet entered your list/marketing funnel.

You brought the product owner the customer through your links and advertisements… you invested valuable time into building relationships with your readers… you should stake your claim to each prospect and leverage your relationship with him or her for future sales and commissions. So plan to start building an email list today!

About the Author:

Kimberly Castleberry has blended her love for all things Technical and coded, with an abiding passion to protect newcomers to the online world from the marketers that prey on the eager and uniformed. Supportive and pragmatic, she provides both the technical know to help you create and optimize your blog, as well as the ethical chops to recommend only what you Actually need. Throw in some awesome coaching and a never-ending supply of encouragement, she's the one you need in your corner whether you're a veteran or just starting out. But especially if you're just starting out. You can visit Kimberly at [JustAskKim](#)

dreams start
WITH A SMALL IDEA
and a big heart.

50 Tips For Bloggers Who Work From Home

By Andrew Rondeau from [We Build Your Blog](#)

Many people could benefit from some simple tips to improve their life, but those people who blog or work from home face special challenges.

From ways to succeed at work to how to relax, here are fifty tips to help turn your life around.

1. Create a healthy working environment. Long periods of typing in the wrong position can lead to repetitive strain injuries, headaches and other ongoing afflictions. A good desk and chair at the right height is essential.

2. **Distractions cost you time, keep the TV off when writing.**

3. Separate home and writing by not writing in a place where most of your daily activities occur. This can help you get into the right frame of mind to write.

4. **Don't be afraid to have an office full of toys if you have kids at home. They will need to be happy and occupied for you to have a chance to write.**

5. Some noise and distractions can't be avoided. Music or white noise can help to block them out.

6. **Music affects your mood so careful choices are essential. Motivational music is helpful but soothing music may lull you to sleep or break your concentration.**

7. Working from home removes one way of making contact with others. Make the needed effort to replace that by taking up a hobby.

8. **Don't let your day be an endless snack break. Being home keeps you close to your pantry-temptation is close at hand. Eat only at set times.**

9. Keep healthy snacks on hand for when you give in to temptation.

10. **Take proper meal breaks, away from the computer rather than grazing all day. A real meal is more satisfying and less likely to encourage further   snacking.**

11. Breakfast is the most important meal of the day, eat a healthy, hearty meal, and don't skip it.

12. **Build in exercise periods to your week. Being at home may reduce your physical activity and so when combined with the risk to snack more, increases the chances of gaining weight.**

13. Exercise can help you feel good by releasing endorphins and also help you concentrate. Make use of this to perk you up.

14. **Learn to relax, and practice meditation if it helps.**

15. Keeping work and home separate can help

relaxation, as few people can relax at work.

16. Take note of when you are happy and why. These moments can be used as a focus for meditation and thoughtful relaxation, and once you know what makes you happy you can try to recreate those times more often.

17. Make a dedicated relaxation nook in your home. Soft lighting and furnishing, a few growing plants and your favorite books or music may help you unwind.

18. Don't let clutter take over-have a clear out. Clutter causes stress and more work keeping things tidy.

19. Make time to be with friends and family, and keep up with their news and good fortunes.

20. Talk about things that are bothering you, be they work or personal. Solutions may be found, but if nothing else friends support friends.

21. Avoid jealousy when things are going well for others-this negative emotion can lead to more negativity.

22. Try to see the world through the eyes of a child. Their joy and love of life is contagious.

23. Learn from the wisdom of older people-listen patiently when they recount stories of their youth, as they may have a lot they can teach you.

24. Put time aside each day for time outside. The break from routine is refreshing, as is the fresh air. Take time to appreciate nature.

25. If something causes you stress try to let it go. When stress becomes the focus of your day then it is hard to get anything else done.

26. Learn something new every day to help keep your mind sharp.

27. Being your own boss is hard work when you are used to having someone tell you what to do. Set goals and aim to meet them on time.

28. Work hard to achieve goals-not meeting them can cause further delays in other work later in the

week and can make it increasingly hard to get back on top. It also makes you feel bad.

29. Make your goals small and achievable at steps along a large project-too large a goal to handle can lead to failure, especially when it is hard to estimate the needed time. Reaching these goals makes you feel good.

30. Set goals for your life achievement as well as your work. Aim to fix up your home, lose weight, or whatever else is bothering you.

31. Be realistic. Aiming to rule the world within two years is destined to failure, and more negative feelings.

32. Set new goals when previous ones have been reached. Never leave yourself without the motivation of achievable goals.

33. Thought should precede action. Ill thought out action has a greater chance of failing or going wrong.

34. If something goes wrong with either your personal or work life, try

to fix it before you go to sleep. Not doing so can spoil your sleep and prolong ill feeling.

35. Don't dwell on your failures, now or in the past. Chances are you won't remember them a few years from now.

36. **When the day is over reflect on your achievements that day, and try to forget the rest.**

37. Follow through on things that need to be done. Don't put something aside with promises to yourself that you will do it later, because chances are you won't. If it needs doing, do it now.

38. **Money isn't everything, and there are times when you have to cut back on the work that you do for your own personal good. After all what is the point in working 24/7 if you have no time to enjoy it?**

39. Supporting your family involves more than just making money. Be there for their emotional needs as well, and spend time with them so that you know what is going on in their life.

40. **Work isn't life. Make time for fun and things that you enjoy, even if that is just a bubble bath.**

41. Make work fun! If a visit to the zoo, or a wildlife reserve can be incorporated into what you do it can ease the stress and avoid monotony.

42. **Learn when to walk away and take a break. There's plenty that needs doing in the house if you want to change task, but don't sit at the desk and idle. If your concentration is broken, learn when to walk away to refresh, so you can come back renewed.**

43. Where you can, make changes to eliminate the things in your life that make you unhappy.

44. **Learn to accept that there are things you cannot change and make peace with them. Don't let them be a focus of your day.**

45. Being optimistic helps you see the best in people and get the best from life. On the other hand people who expect bad things to happen normally find a way to make it so.

46. **Find time for laughter. Read a joke a day to keep your mood up, and smile more.**

47. Believe in yourself and your own future success.

48. **Don't listen to doubters if they tell you that you cannot do something-you are in control of your life.**

49. Establish a good routine and keep to it so that you know when you are working and so that you don't run out of time, and when you can relax.

50. **Don't stay in your pajamas all day unless you are able to work well that relaxed. Getting dressed may help you find the right mindset for working.**

About the Author:

Andrew Rondeau is the author of the free guide "The Income Blogging Blueprint".
You can grab your complimentary copy of his blogging guide at
http://www.webuildyourblog.com today.

12 Blog Post Ideas You Can Start Using Today

By Hector Cuevas from HectorJCuevas.com

Do you know what a blogger's biggest challenge is? –

Well, by the title of this post, you probably already know that the answer is, *finding stuff to write about.*

I struggle with this sometimes, and I figured that you're probably having the same problem with coming up with blog post ideas. I'm writing this post to help you get your creative juices flowing, in order to come up with unique ways to provide more value to your readers.

Before I get into these 12 blog post ideas, I want to talk about my take on content creation. If you've been through my 6 video course, **From Zero To Blogger,** you know that I believe "Experience Sells". Let me explain,

We all know "Sex Sells", right? Companies that use *"sex"* in their marketing are basically capturing the attention of the market they're trying to sell to. But that can't be applied to every situation *(at least not to this blog)* - so I stick with "Experience Sells" for my blog.

That means that I'm using my own experiences to capture people's attention and give them what they really want; in our case, this is **RESULTS.**

Talking about your experiences will help you connect with your audience on a deeper level; plus it provides them with the do's and don'ts *(triumphs and failures)* of any given situation. This is how I suggest you use these ideas.

When you're writing, make sure to talk about the things you've done that worked *(and recommend)* and the things you've done that failed miserably. Now, let's get to it.. :0)

12 Blog Post Ideas For Your Next 12 Posts

1. Crowdsourcing

There's a good chance you've heard of outsourcing tasks using virtual assistants. **Crowdsourcing** is the act of outsourcing tasks, traditionally performed by YOU to a large group of people or community – in this case, *writing blog posts.* A good example of crowdsourcing was my last post, "26 Unique Ways To Stand Out From The Crowd Online."

What I did was reach out to around 30 entrepreneurs/bloggers and asked them one simple question, and then compiled all the responses in one big post for you to read. It's fun and easily duplicated, so **do it!**

Here are some more great examples:

13 Entrepreneurs Reveal How They Would Invest in Their Business
19 Popular Bloggers Go Back In Time To Share Their Wisdom
17 Traffic Building Tips from Some of the World's Most Popular Bloggers

Share on Twitter | Subscribe

2. Case Studies

Case studies are also a great way to add value to your readers. Remember that the overall concept if "Experience Sells", so ideally, the case study should be about you, things you've tried, and stuff you've used.

If you don't have any experiences to share, two things need to happen. 1. I suggest jumping in and experimenting with different things. If you're starting a blog to help people [be more productive](), then writing about a particular time management strategy that you tried will be a great case study for your readers to learn from.

The same goes with products and services that you use. Check out this post I wrote to see how I used this post idea for my own blog.

[“Live” Case Study: This Changed My Mind About PopUps Forever…]()

3. Lessons Learned

As bloggers, marketers, online business owners – whatever you wanna calls us – we're here to serve people. My job, essentially, is to help you avoid the mistakes I've made by sharing them with you, and taking you through the right path. You can say that every post is a "Lesson's

Learned" post but you can dedicate an entire post to this idea of sharing the things you've learned on your unique journey.

I wrote a post titled [5 things I've learned about blogging while blogging]() back in June based on this idea and the response was great. The best part is that you get to help your readers do what works, and avoid what doesn't.

4. Prediction Post

This is a tough one. The reason I'm adding it on here is because these types of posts can really boost your credibility as an expert in your niche. Prediction posts are where you talk about the future of your industry as a whole; you give your opinion as to where thing are and where you think things are headed.

The reason they're tough is because not everyone has the guts to put themselves *"out there"* due to the fear of *"being wrong."* Those who do it are considered thought leaders, and thought leaders have a much greater influence in their market. I haven't yet written a post like this, but I will soon enough…

5. Invite a Guest

The last post idea was tough, so let's make this an easy one. If you don't have any idea of what to write about next, find someone to write a post **for you**. There are sites like [MyBlogGuest.com]() where you can connect with other bloggers looking for blogs to guest blog on.

You can also contact anyone who you've been in contact with online and ask them if they'd be willing to guest blog on your site and you on theirs. Next is…

6. The Budget Post

This post is all about saving your readers money (and who doesn't wanna do that, right?). Find something in your market that your readers are currently paying for or would pay for and talk about the free *(or low cost)* way to do it.

For example, recently there was a launch for a service called Kajabi. Kajabi is $99 set up free and $99/month. The budget post would talk about how you can easily create your own Kajabi using 3 different and less expensive pieces of software. *(because they're non-recurring)*.

•**OptimizePress** - For squeeze pages, launch pages and membership site

Share on [Twitter]() | [Subscribe]()

•**Amember** – To protect your downloads and members area
•**AmProtect** – Plugin that integrates with WordPress and Drip Feeds content to members

The total cost would be $343 ONE-TIME. 2.5 Months of Kajabi would eat that up. So, the point is – find someway you can save your readers money or TIME and they'll be grateful.

7. Questions & Answers

This is a two-part post. The first post is simply you asking your readers a question and explaining that you will be answering those questions (or most of them) on your next post. This will ensure that your readers engage with your blog AND that they'll come back to your blog whenever you publish your responses.

Note that this is a time consuming process, and not many people do it. For that reason alone, it's a great idea to implement right away because it will [differentiate you from the crowd](#).

8. Interview an Expert & Up & Comers In Your Niche
Interviews, in my opinion, will NEVER get old. This is also a great way to get someone to help you create content. Contacting the person you want to interview is usually the place where most people get stuck. We think, *why would this person want to interview with me?-* when in reality, most people look forward to being contacted for interviews no matter how successful *(or busy)* you think they are.

I wrote a post on Nick's blog detailing the [6 simple steps to killer email interviews](#). Check that out when you get a chance.

9. Link To Helpful Tools & Resources
This is an easy one to pull off, too. Link posts are extremely helpful and popular because of the TIME they save your readers. By simply creating a list of tools and resources that you use and/or recommend, your readers can avoid wasting time searching for them.

Some might argue that you already have a "Tools & Resources" page, but not everyone clicks on that page. Creating it as a post will put it in front of all your readers and it will also encourage people to link back to it.

10. Leave A Comment & Get A Free Product
This is done with the intention of increasing engagement with your blog. You'll find that these posts get the most comments because your readers are being promised something really cool if their comment is selected. You can ask them to comment or answer a question but the point is that this will help you publish a post. You can repeat this post once a month and your readers will love you for it.

11. Three (3) Part Series
Three part series are great for creating

content for an entire week. The idea is to come up with a topic and break that topic into 3 main points. Each day you write, record a podcast or a video, on each topic and publish it as a post. Not only is it organized, but your readers will learn more from it since the series feels like an ecourse on your blog.

To get a great example of this, check out Chris Ducker's 'Passive Income Threesome' series going on right now.

12. Ultimate How To Guides

These are really cool. These guides are not your regular 300 – 500 word articles; these are MONSTER posts that cover an entire topic better than anyone has before. The point of this post is to give your readers a one stop 'free' shop for all their needs on any particular topic.

This will encourage links, bookmarks, retweets, shares and even requests for interviews. Even if you have covered a topic in the past on your blog, take it one step further and cover it in more detail. I'm sure I've covered content creation on other posts, but never in this much detail. Anyone can use this information and roll with it to create their next 12 posts on their blog.

Do this.. and trust me - **You'll be amazed at the results.**

About the Author:

Hector Cuevas is a business blogger who teaches people how to get more visitors, get more leads and grow their online business with their blogs.
You can find him over at www.HectorJCuevas.com or follow him on Twitter. He also has a cool Facebook Page, go check him out.

Using Alexa As A Tool To Research Your Blog Idea

by Thu Nguyen from Blogging For dot Info

I wanted to put this section into the first lesson of the upcoming e-course on finding your blogging direction. However, I thought I'll share it here since Alexa is often taken for granted but rarely used for what it really is – research and analysis.

So how can Alexa help you brainstorm your new blog if you're just starting out?

If you have a site, Alexa is a free service that provides a great way for you to participate with a large audience who too are sharing their statistics in traffic, rank and keywords with you. In addition, you are provided with a means to track, aggregate and organize incoming as well as outgoing traffic from your blog.

What does that mean?

Think of it as many individuals and organizations voluntarily allowing themselves to compete with you. Any site's stats can be seen. Now don't let that scare you. Once you go live online, understanding who else is out there can do a lot for you in terms of competition, trends and creatively unlocking unique means to stand out in a market that may or may not be saturated.

Thus, if you have the knack for researching how you can better influence your audience or readers on your particular chosen topic, Alexa is one of those sites to keep under your wings. They are trusted by top blogs online as a way to engage with potential advertisers. That leads me into my next reason.

Alexa is so powerful because advertisers flock to see who's the best of the best, who's trending and whatnot so they can do business with you. Hence, there are opportunities here when you participate in a nice, global source where website owners who actually view and analyze their traffic streams interact.

61

Share on Twitter | Subscribe

As a registered user of [Alexa](#), they make it easy to see what it is you need to know to make your next move. Now, let's take a look at what the service gives you, the benefits in joining it's community and even how you can go about connecting with other bloggers who can be your potential business partners.

Looking Through the Top Sites

[Alexa](#) sorts all the sites that have registered with them into three choices – global, by country and category. This is helpful to narrow down sites which you can peak into and research for any incoming ideas on how to start your own.

Since the stats are all there, you just have to decide on what name to call your blog, valuable keywords you can target it with and choose the services to register them on. [Alexa](#) provides all this, minus the services to purchase your blog, as you see it through each individual site stats you visit.

So once you figure out what it is you want, go on over to a domain registrar such as [Namecheap](#) to see if the name is available and buy it. Then purchase a hosting service like [BlueHost](#) to store your blog's content on. I suggest these services because they provide reliability and quality service at an affordable price.

Now you can see that the process here is quite simple. The hard work can be done for you just from browsing through the top sites on [Alexa](#). You see exactly who is dominating the market, what

keywords they are ranking for and how you can get a part of that traffic.

Thus, niche or mini sites can be created this way. That's why [Alexa](#) makes it very handy for make money online enthusiasts to target exactly who it is they want to work with, and seeing the top sites are helpful because knowing more about other blogs stats can help you decide on the little things they are not utilizing.

I must say though, that it takes an eye to look for these concepts, much like searching for discounts at your nearest local market. So imagine what you can do with the information that is already given to you.

If you have some idea of what you want to do but aren't really sure yet of where to target it to, browsing through the Top Sites on [Alexa](#) can give you plenty of ideas to start. Nonetheless, you can't be wrong when all the data is given to you.

Site Information Advantages

Looking more in-depth at the information of a site, one can see the:
➤traffic stats
➤search analytics
➤audience
➤available [contact](#) info
➤reviews
➤related links
➤Clickstreams

These are all information which [Alexa](#) provides for you to look.

62

through and see specifically. Thus, as a site owner, you get a lot of details with which you can take away to improve or give to potential advertisers who would want to work with you.

Personally, my favorite sections are the traffic stats, audience, clickstreams and definitely the reviews. As a registered member, reviewing other sites can give you potential exposure. Another reason why is because there are barely any reviews done.

Check out my [writing an Alexa review article](#) where I show you how you can do just that.

Basically, I see reviews as potential for growth especially for beginners who are just breaking out online. When you share your opinion of your favorite sites, much like commenting, you will enable the site owners to connect with you directly, and what's awesome about that is there's really not much competition to fight over.
So you're practically hitting it straight into the blogger's radar, and unlike comments, you get to be seen every time they check their stats!

Seeing What's Hot

Much like [Google trending topics](#) and other search engine trends, knowing what's hot around the [Alexa](#) neighborhood can also be advantageous to you. This is more so for niche site builders or bloggers who are in the market to target the individual articles they write.

For personal bloggers, this might not appeal much. Unless you are in the thrill for market research, there can be interesting keywords to watch. Site owners who are aware, can easily find something trending and perhaps create an article that may pick up steam to become viral.

Point is, you want to keep your mind on timeless topics. Trends will come and go but if you find something that is repetitious, it can quite possibly be a potential income stream.

With a little implementation on search engine optimization combined with article marketing as well as list building tactics, products from affiliate marketplaces like the popular [ClickBank](#), [Commission Junction](#), [PayDotCom](#) and even [Amazon](#) can make part-time income a reality.

Keep in mind, you are only seeing trends and not really their searches. In that case, utilizing [Google's Keyword Research Tool](#) can help you narrow down your target keyword further. After all, if making money online is your motive, competition must be within reach.

Moe does a great job at explaining how you can [use Google's Keyword Tool](#).

Utilizing the Alexa Toolbar

Contrary to checking out Alexa's Top Sites and seeing What's Hot, you can also install their toolbar which allows you to see if a site is part of the network. In addition I also recommend the WebRank Stats toolbar which lets you see the numbers of indexed pages and backlinks found in the search engines as well as Quirk's SearchStatus too. With all three, you can have an in-depth view at how a site performs. At the moment, the first two are only for users of the Mozilla Firefox web browser. The third is also available for Google Chrome.

Now this doesn't mean you ignore sites that aren't part of Alexa's network, it just means, if you interact with one, you'll both gain. Thus, this is great for networking with other bloggers who are within the same interest as yourself. You'll find out that it will be essential as you go deep to share a bit of your link juice.

Hence, we're treading into SEO territory here. Just know that enabling your links to be dofollow will benefit your site to rank well when you comment often. What's more, for each user who installs the Alexa toolbar and are a registered member of the community, their site will constantly rank well. So it's a win/win on both sides.

Remember, your blog is your flagship once it's live. How you want to go about it online, even to compete with other bloggers might not be in your best interest to start. But somewhere down the line, you want to know how you can make your site better. Alexa can help you with that and what's more, it shares your growth with other competitors to make you within reach.

I'll say that's a nice kick in the rear and worth the insight to improve your blogging to become a valuable member of the blogosphere. What are you waiting for, check out Alexa and register your site if you have one already. Join the majority who are finding each other online each and every day.

What are your thoughts on this article about using Alexa as a research tool?

About the Author:

Thu Nguyen is founder of Blogging For dot INFO (http://www.bloggingfor.info) where she documents her latest finds on blog marketing, branding, self-development, and more to you help you with your blog performance.

Follow her on Twitter (http://www.twitter.com/thublogger). Also add her as a friend on Facebook (http://www.facebook.com/thuhuongn).

Three Things The Probloggers Have That We Don't
By Peter Pelliccia aka Sire from [Wassup Blog](#)

Have you ever wondered why you're lagging behind the pro bloggers of this world? What is it that they have that you haven't? I've been thinking about this a whole lot and I've decided it all boils down to three main factors.

Credibility

Yep, credibility is a big part of it, and I'm not just talking about the ones that boast about their income or have a photo of a huge check posted on their blog. These guys are successful because people believe in what they say. This didn't happen overnight either, it took a lot of time and hard work.

Over time as their popularity increased so did their credibility because other people were spreading the word via their blogs and as the word got out more people believed. It's no wonder then that so many people were willing to buy the products that these 'gurus' were selling.

Traffic

One of the things that you need to make money, whether it's a store in the real world or a site in the online world, is traffic. The more people you get in the door the more chances of making a sale. The question is how do they get all this traffic? I would hazard a guess that a lot of it is from those same bloggers that are promoting them via all their posts.

Every time someone writes about them a new link is created and every time a link is created Google pricks up his pointy ears, takes notice and sends more traffic to them because he thinks that people wouldn't point to them if there wasn't something of interest there.

Content

They say content is king and they would be right because without good content their popularity would be short lived. These guys must know what they are talking about because if they didn't they would have been found out long before now.

One must wonder though if they're making as much now as they used to. You would have to admit that there's a lot more competition out there now than when they first started. Shit, every Tom Dick and Harry has a blog about making money and more are starting up every day. Most of them don't have the *credibility* and so they post crap or rehash what they've read with false statistics trying to prove to others that they know what they're talking about, when in fact they don't.

So where does that leave the rest of us? All I can say is that I believe it's going to be harder for us than it was for the original pro bloggers because we have so much more competition than they had to go up against in the beginning. We can still succeed though, we just have to do things better

than them.

I reckon a lot of these guys are getting complacent and they aren't spending the time on their blogs that they used to. They don't give their commentators the respect they deserve by replying to their comments. They're getting more and more guest bloggers to provide material that they used to provide themselves. Don't get me wrong, there's nothing wrong with guest bloggers, but they shouldn't be providing more content than the host blogger.

We have to write factual posts that do not lead people astray. We don't want to be promoting something that we would not use ourselves. We need to provide interesting material on a constant basis if we want people to keep returning. This last point is a must. I know that as a fact because of late the amount of posts I've been writing has decreased which has lead to a downturn in traffic and consequently a decrease in my earnings.

So, keep your spirits up, keep your content flowing and keep your readers and commentators happy by Interacting with them. Above all make sure that

you're enjoying what you're doing because if your not enjoying it, then what's the bloody point.

About the Author:

I've been running my own business for some thirty years and I feel that gives me a little knowledge on the subject. I originally started blogging as a marketing ploy because I heard it was the right thing to do as far as SEO was concerned. It was long before I fell in love with blogging. I now have way too many but I'm loathe to let any of them go for sentimental reasons.

My favorite blog by far would have to be [Wassup Blog](#) because this is the blog that gives me the most freedom to discuss anything that comes to mind. I try to include my business life experience in as many posts as possible, and as it turns out those posts have proven to be quite popular.

The Business Of Blogging

By Mitch Mitchell from I'm Just Sharing

It seems strange to some people whenever I refer to the "business of blogging." That's because for people who don't blog, they still think most of it is personal diaries and not something that can be used for business.

Truth be told, even blogs that are more personal than business related have a business aspect to it. There are few people who aren't famous that can write a blog and hope people come to it without doing anything else for it. For the rest of us, though, we can't just write a blog and think we're going to be famous. Actually, few think we're really going to be famous, but most people think if you write it people will come; this isn't a Hollywood movie.

Yes, I've written lots of posts on blogging and on driving traffic. This is a little different, though it may end up covering some of the same territory. However, I'm writing this one because I was asked a question at a meeting on Friday by someone who didn't quite understand how blogging could help her business. Even after all these years, this question still comes up. So, here we go; the format will be a little weird, but stick with me.

1. Blogging can definitely help your business. Blogging gives you an opportunity to show your competence in your particular field. Blogging doesn't have to be about business, but it can certainly help.

2. Blogging won't help your business if you aren't consistent in writing posts, if you're not consistent in your message, or if you never talk about things you do in business. I tend to tell people not to niche too much, not because it won't help for SEO purposes, which it will, but because people who niche to finitely run out of things to say way too soon.

3. What does consistency mean? If you only write one post a month, how do you think you're going to build up an audience of any kind? Sure, some people will subscribe to your feed and they won't notice all that much if you're not more consistent, but that doesn't really help your business much at all. If you can't write, or have someone else write, at least 3 posts a month, don't bother at all.

4. It's okay to have someone else write your blog. If it's for business purposes, it's more about marketing and advertising than being pure. However, blogging isn't only about writing the blog, and if you think it is, you're going to learn quickly that kind of thing just doesn't work.

5. Why not? There are two things that will work against you. One, if people stop by to comment on your blog, they're going to want some feedback on their comments, otherwise they won't stop by all that often, even if they're interested in

what you have to say. You're not Seth Godin (whose blog I won't visit because he doesn't take comments; personal thing with me), which means people aren't just going to stop by and be impressed by your acumen. So, if you pay someone else to write, you're also going to be paying them to comment to responses.

Two, having someone else respond to comments for you can be dicey if they're not in the business. For instance, I write blogs for other people. I can easily comment on a post I write, even without knowing tons about the subject, mainly because when I have to write on other things, I do have to do some research. But if I were asked a detailed question I'd be lost because I'm not a true expert in the field. Sometimes, the answers given to a blog post can be as important as the post itself.

6. While you're at it, you might as well know that you're probably going to have to go out and "troll" for visitors. Actually that's not quite a fair term, but let's go with it. Most of us learn pretty quickly that to help drive people to our blogs, we need to go out and visit other blogs, and then comment on them whenever appropriate. "Experts" will tell you to only comment on blogs where people are talking about the same thing you're

writing on, but that's not necessarily true. Sure, there should be some of that in there, but if you're an electrician and you visit electrician blogs, the best you can do is either agree or disagree with what the person said. It's probably a rare thing where you'll be able to expound on something where the comment makes any real contribution without making the other person look bad.

However, on this blog, I get people who write on all sorts of topics visiting, and I visit blogs on many different topics as well. True, I get to use 3 different accounts for commenting on blogs, which allows me to decide if a particular blog fits one of the other two topics better every once in awhile, but even if it doesn't, the act of commenting encourages different people to stop by, and every once in awhile they'll comment on my blog as well.

7. The final piece of the pie is personality. Sometimes it's hard to get if you have someone else writing your blog, unless you don't mind them showing their personality in their articles. The other problem is if you're a small business and the personality of the blog writer doesn't match the personality of the employees if you get a call for services. This one is a small problem, though, because if your

blog generates sales, either online or brick and mortar, then its done its job, and you'll finally see the benefits of a blogging business strategy.

8. And if you're not writing a business blog, all these other things still apply to you as well. If you want visitors, you're going to have to work for them. If not, then go on with your bad self and enjoy writing.

Just to scare you, this is only the beginning. There's lots more to do or that can be done. Hey, you needed to know.

About the Author:

Mitch Mitchell is an independent consultant in the areas of leadership and management, health care finance, and social media marketing. He writes the blogs I'm Just Sharing, http://www.imjustsharing.com and Mitch's Blog, http://www.ttmitchellconsulting.com/Mitchblog.

Using Wordpress As A Traditional CMS

By Donna Fontenot from
DazzlinDonna

People often want to create a site that doesn't look like a blog. Usually, if you ask them enough questions, you'll find that they want to have a site that mostly consists of "static" pages (content which doesn't change very often). They want a home page that isn't a list of reverse chronological, ever-changing blog posts. They probably want to include a blog as a subsection of the site, but not have it be the focal point of the site.

These people usually either create static HTML sites (difficult to manage), or they use a traditional CMS application. A CMS allows them to dynamically generate and manage "static" (or rarely-changing) content. They usually don't consider using WordPress to create and manage these types of sites. Because WordPress has its roots as a blogging tool, it can easily be overlooked as excellent way to manage content of any sort. Don't be fooled by its normal use as a blog-centric content manager. Content is content, and WordPress rocks as an easy way to manage content.

It only takes a few additional steps to rid WordPress of its blog-centric roots and use it as a "traditional" CMS. The key is to use **Pages** for most of the site (the "static" part) and **Posts** just for the blog subsection of the site. Here's how to do that.

1. Install WordPress. Either follow the WordPress Installation Guide or use EasyWP WordPress Installer.

2. Set up pretty permalinks so your pages URLs will look like yoursite.com/blue-widgets/ instead of yoursite.com/?p=1234. I recommend using the Custom structure: /%postname%/. Most people will be able to make this happen with no extra effort, but some web hosts and servers require special instructions to enable pretty permalinks.

Share on Twitter | Subscribe
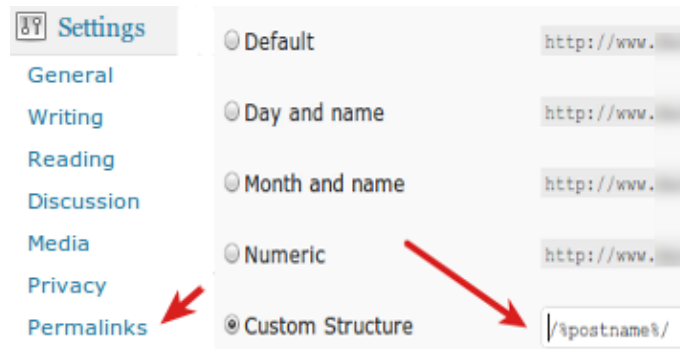
3. Create a new PAGE called Home. Add all the content that you wish to have on the home page. Publish.
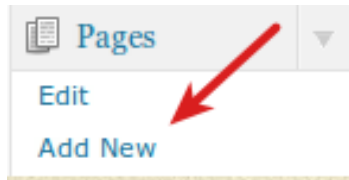
4. Create a new PAGE called Blog or News or Articles or whatever you want to call the interior section you'll use for dated posts. Do NOT add any content to this page. Leave it blank. Also: Do NOT choose a custom page template for this page. WordPress will understand (in the next step) that it should automatically use the standard blog, sorted-by-date listing of posts type of template.*

5. Go to Settings / Reading and set the page you created and called Home as the front page. Then set the page you created and called Blog or News as the posts page. more info…

6. Most WordPress themes make the assumption that comments on pages are undesirable, so the page template does not include the comments code. This is my preference as well, and I recommend that you not allow comments on pages (but of course, I believe comments on posts are usually essential). If that's also your preference, and if your theme does not show a comments form on your pages, then you can skip this step.

However, if your theme does include comments on pages, and you'd rather not mess with the code, you can turn off comments for pages completely, regardless of how the theme is coded. There's no direct way to turn off comments just for all pages. If you uncheck "Allow people to post comments on the article" in the Settings / Discussion panel, you'll be turning off comments on both Pages and Posts, which is usually not desirable. Instead, you can turn off comments one at a time for each page when you create or edit each one, but there's a good chance you'll forget to do that on one or more pages. I prefer to use a plugin to handle the problem with ease, so it can be just a "set it and forget it" type of action. To do that, I suggest using the Use No Comments on Pages plugin to turn off comments on pages.

7. Pages (and subpages) in themes that don't yet make good use of WP 3.0+ menu system are often displayed in your menu in a way that is less than ideal. Although WordPress lets you control the order of pages via a numerical system, it can get rather annoying if you add new pages often, as you'll have to constantly adjust the numbers. For a more hassle-free solution, I recommend either the Page Manager plugin or getting your theme up to speed so it can use the new menu system.

8. That pretty much concludes the setup. Now all you

have to do is add a new PAGE every time you want to create a new "static" page on the site, and add a new POST every time you want to create a new dated post in the Blog or News section.

Themes often include a Home link in the header menu. If so, you may need to edit the header file (or whichever file contains the menu) to delete it, or you'll end up with two Home links in your menu. First look for any link that has the anchor text (link text) of "Home". It may look something like this:
<a href="<?php echo get_option('home'); ?>/">Home "

When you find it, just delete it, and you're done.
Note 1: If you want to read more information about the concept of Pages and Subpages vs. Posts, go here.

Note 2: Look for plugins to easily additional functionality, such as shopping carts.

About the Author:

I'm a near-dinosaur in the SEO world, but I don't really consider myself an SEO. I'm an online entrepreneur, affiliate marketer, and ebusiness coach among other things. Mainly, I'm a geek making a living online.

GOOD MORNING

71

Transforming Passion Into Online Success — Making Millions Through Blogging

By Robyn-Dale Samuda Sam's Web Guide

What is the most powerful, effective and surefire way, above all things, to achieve your goals and become a success in life? Pursue your passion! Regardless of how ripe a particular niche or market maybe, if you're not doing business with a burning desire to win then you need to go back to the drawing board.

If you check history, a vast majority of the most successful entrepreneurs were extremely passionate and had an unwavering faith in their ideas and areas of expertise, even if the world is against them. Many persons live their entire lives regretful of lost opportunities and you will soon realize that the pursuit of happiness lies very closely with the discovery of **PASSION**.

Discovering Your Passion

The discovery of your passion is one of the greatest treasures you could ever find and before launching any venture, you need to analyze and determine whether or not it aligns with your passion. To discover passion, we need to truly live and living comes from experiences and taking risks. Get out, socialize with your neighbors, business people, ask questions and never back down from a challenge.

Eliminate words such as can't, never and impossible from your vocabulary. These will block opportunities that lead to your passion. When challenges are presented, rather than thinking about how difficult it is, focus on what you will achieve when you overcome; think about the prize. Every experience will lead you closer to the discovery of passion.

The Right Blogging Niche For You

Many persons will say that the best niche is the one with the largest audience, prospects and a market hungry for new ideas and competition. Well I say the best niche is the one you're actually passionate about. Regardless of any recession or how saturated a market may seem, there is always room for brand [new innovations](#).

Great ideas begin with passion and if you're truly passionate about your online blogging business then it won't be difficult for you to go one step farther than everyone else, to do more, read more, sacrifice more and go the extra 100 miles to please your audience and customers. Your efforts will be multiplied by your passion and success and profits online will be well within your reach.

Passion Is Contagious

With Millions of blogs currently in existence you cannot afford to be just like everyone else and honestly, I see hundreds of blogs that seem like they were produced in the same old factory. Oftentimes there is no passion and you can sense that they're just going with the flow trying to make an extra buck or two. I don't read these types of blogs and hundreds of millions of other persons don't either.

Readers are looking for leadership, inspiration and a powerful voice to propel them. They quickly pick up when writing is just ordinary. They are looking for bloggers and entrepreneurs with passion, direction and authority and they follow these figures because they know that there is always something to be learned from passionate people.

How Long To The Millions?

There's no set time period for reaching sustainable success and making millions but the closer you are aligned with your passion, your road to success becomes more certain. When pursuing passion, you need to ask yourself these questions:

1. Do I see myself doing this for the rest of my life?
2. Would I do this for free?
3. Do I get excited every time someone asks about my passion?
4. Do I have unwavering faith even when others have negative things to say?

If your answer to these is yes then the time it takes to achieve the ultimate millions won't really matter because you will be doing something you love. Whether it takes a year or ten you will be happy where you are and all the time you've been waiting, within your heart you will know that your success is certain.

Conclusion & Discussion

Think about it, what are you truly passionate about? Food, music, pets, blogging, comics? Wherever it lies there is an opportunity for launching yourself out there and finding success. If you find yourself investing in a blog or business that is the complete opposite of your passion then you need to elegantly depart and start pursuing the real deal.

As your passion grows, ideas increase, audience grows and business multiplies; live and do business passionately! Share your passion with us in the comment area below as well as what you've learned on your journey. We would love to hear from you.
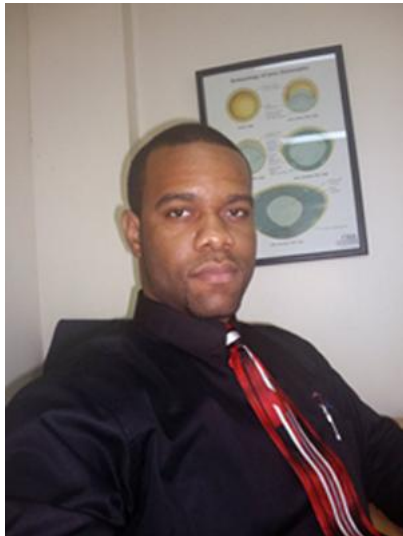
About the Author:

From sunny Jamaica, Robyn-Dale Samuda is a Blogger, Web Developer & CEO of a leading web development firm and is obsessed with developing new initiatives on the island for growing the local online community. As a developer, he specializes in creating CMS solutions for clients using WordPress while helping them to build their brand and business online through the effective use of social media. He is engaged with various projects aimed at developing the local blogging community through events and online tutorials & discussions and has helped to spur a tremendous growth in Jamaicans online. Beyond coding and all things tech, he enjoys hiking, beating his friends at pool and plays soccer.

You can find him tweeting at http://twitter.com/samudary, blogging at http://samswebguide.com and building his web development company at http://creativeengineja.com.

What Bloggers Can Learn From Artists

By Jimi Jones from JimiJones.com

I have always considered blogging to be a craft that has to be honed to a level of professionalism.

Like any business, to be recognized as a true professional, one must gain a level of separation and demonstrate extraordinary skills and discipline.

Developing your skills as a blogger requires you to go through many of the same progressions observed by the finest of artist. They start with a passion and a level creativity that must be freed from within.

It's the same for many bloggers.

Here are a few parallels that we can learn from and embrace to become better at our craft.

Become Educated
If you are fortunate to have some natural ability to draw, paint, or write, you will require some formal training to further grow and develop your talents. I am not an artist so

I don't know for certain, but I will venture to guess that, like blogging, the learning process never comes to an end.

Blank Canvas
When we first decide to become a blogger, we may or may not have an idea of what the final product will look like, but we all start with a blank canvas. For the blogger, you must envision what your site will look like after it has been launched. But like the artist, your vision may evolve into something else during the process.

Research Your Subject
An artist will research and study their subject before they begin the project, much the same way a blogger must perform research on the topic they plan to cover and become an authority within.

Identify Weaknesses
An artist must identify their weak points and so must bloggers. If the artist has difficulty drawing certain types of figures, they must continually work on this to become better.

75

Bloggers who struggle with their writing must do the same. Take on this shortfall in skill and work their way through it until it is no longer a challenge.

Tap Into Your Creativity

The creativity and originality of an artist is critical to the level of success they can realize. Being just another artist that paints the same as many others will likely not get them to where they want to be.

Like blogging, there are not many scenes that have been painted before but the creative style by which the artist renders his or her offering can make a huge difference in their careers. The same can be said of bloggers. Writing articles on the same topics as so many others, with the same style and approach will not gain one any uniqueness or separation. Being creative and developing your own individual style can really be of great benefit. Dare to be different!

Provide Only the Best

No artist would release one of his or her works without carefully examining every detail to ensure that the piece met their standards and properly represented their brand. As bloggers we should do the same, be certain that our work is up to scratch and represents our personal brand in a professional manner.

Network and Showcase

Networking among the people is what opens the doors of possibility. You have to build relationships in order to be heard or taken seriously. Establish contact with others in your professional circle and let them know what you represent.

What good is the artist's works sitting on an easel in the backroom of the gallery?

Artists will look for places to display their wares. Museums, schools, restaurants and libraries are all possibilities that provide opportunities for others to see what they have to offer. Bloggers must do the same.

That great post that no one knows about will do little good sitting in the archives. Establish some contacts and build relationships in social media circles. Offer your best stuff to others as guest posts, leveraging the opportunity to help build your brand.

Conclusion

To be successful in many walks of life, hard work and perseverance is a necessity. I used the example of the artist, but this applies to many other professions as well.

You have to want something really badly to go above and beyond the norm, being bold and unafraid of leaving your comfort zone. It's the formula used by all successful people, they do what most others will not.

What are you willing to do to create your masterpiece?
Are you willing to take the extra steps required to fill out your canvas?

Stay Productive!

About the Author:

Jimi Jones is an Internet Entrepreneur and can be found on his main blog site, **Jimi Jones Dot Com** where he writes about **PERSONAL DEVELOPMENT** and living a more productive life.

You may also follow him on **Twitter** and **Facebook**

Hold on to your dreams.

HootSuite for Blogging – Twitter Management for Bloggers

By Kristi Hines from Kikolani.com

HootSuite offers many great features that can aid bloggers in managing their Twitter accounts for blogging uses including promotion, monitoring, keyword tracking, reputation management and more. The following are reasons I chose to use HootSuite as my primary Twitter management tool, and the ways I use it to help in my blogging.

Accessibility

This is the reason I chose HootSuite in the beginning. It doesn't require you to download and install any software – you can access it from any web browser. So if you need to monitor your Twitter accounts from home, work, Macs, PCs, etc. you can just login to your account and you are all set.

Manage Multiple Accounts for Multiple Blogs

If you are like me, you have multiple blogs that require you to have different Twitter accounts with a unique set of niche followers. HootSuite allows you to create tabs for each of your Twitter accounts, so you can easily see your tweets, mentions, lists, direct messages, and other relevant information under the tab of each account.

Twitter Lists

Manage your Twitter lists by including a column for your favorite lists under each account, or creating a tab full of lists. Some great ideas include the following.

Follow Industry Experts List

Whether or not you like them personally is not the thing to think about. There are experts (or at least people who know a lot more than others) in every area, and it is good to create a list of the ones that you find the most helpful to you in terms of sharing valuable information. Following one will lead you to others, as most will retweet and chat with other experts. See what they share and how they interact to learn more about engagement with your own followers in your niche.

Follow Your Readers List

It's not just the big wigs that count. Your readers are essentially your customers,

and since it is important for [businesses to use social media as a listening tool](#) to listen to their customers, so should bloggers use social media to listen to their readers. I have a list specifically tailored to include regular commenter's on my site and people who regularly retweet my posts. It still has a ways to go, but is growing by the day. It is amazing the kind of relationship you can build with your community simply by following and listening to your readers.

Follow Your Collaborators List
Are you on a contributor on a multi-author blog, such as [Famous Bloggers](#)?
Go beyond just content contribution and contribute to the overall well being of the blog by helping promote other authors as well by following lists created specifically with blog members, contributors, supporters, etc. And if your multi-author blog does not have a list like the [Famous Bloggers Twitter List](#), now might be the time to create one to help build community between your bloggers to help boost sharing and promotion.

Conversation Tracking
Another great feature of HootSuite is the ability to create columns for particular searches so you can monitor anyone who is talking about a particular subject. Here are some ideas on things you can track that will help your blogging.

Keyword Tracking
Keeping up with particular keywords that are related to your blog will help you get to know what people are talking about. If someone else starts talking about a new idea on a particular topic, then you obviously won't be the first one to break the news to the world, but you still could be the first in your community to do so.
There are many, many ways that keyword tracking and custom searches can help you [generate new writing ideas](#).

Question Tracking
Another way to come up with new ideas on what to write is to monitor people who are asking questions on a particular topic by creating a searches such as:

- ✓ personal development ?
- ✓ lose weight ?
- ✓ make money online ?
- ✓ social media ?
- ✓ how to wordpress ?
- ✓ ways to followers ?

Also, if you find that your search is producing more people promoting their own posts as questions as opposed to people asking general questions, simply add -filter:links to your search query to remove any tweets that already have links in them.

79

Share on [Twitter](#) | [Subscribe](#)

Keyword + Question Tracking in HootSuite

Aside from generating writing ideas, this can also be a great technique for promoting your own posts. Keep in mind that you should only send someone a link to your post if it is 100% helpful in answering their question. If you are doing it in a helpful, non-spammy way, then you will receive thanks and maybe even gain a new reader! I try to limit these kinds of @replies to those who are asking a question to all of their followers as opposed to a specific person, the latter which may be considered jumping into a conversation that you weren't invited to.

Monitoring Your Brand

Another great use of social media is reputation management. There are many ways to use HootSuite to monitor your blog and personal brand.

Monitor Post Retweets

For the first week (possibly two, depending on post popularity) I like to create columns to monitor my post retweets. Sure you can watch your mentions, but some people come across your post and tweet it using methods other than the Tweetmeme button that may not include your @username.

Post Retweet Tracking in HootSuite

Typically a post will be tweeted with the title, so I like to create a search using a short, unique part of the post title to monitor such as [Fetching Friday](#) for all of my Friday post mentions, top link building resources for my post on [link building resources](#), [top free Twitter tools](#) for my recent [Top Tenz](#) post, and so on.

There are two other ways this search can be beneficial besides just getting to see how many times your post is tweeted and by whom. It is particularly useful when you are [guest blogging](#) and the retweet tools on the host blog are set up to only @reply the blog owner as opposed to the author of the post. It can also help you find out if someone has [scraped your post content](#) and is [claiming it as their own](#), or if someone has written something on a similar topic.
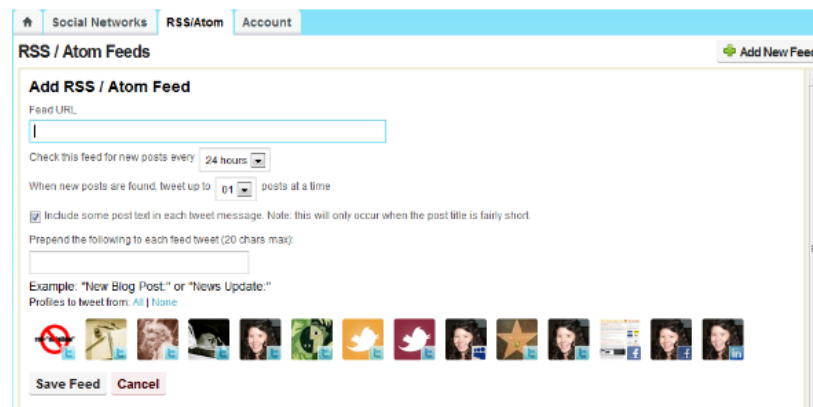
Monitor Name Mentions
Monitoring your name, pseudonym, website name, brand, etc. can not only lead to other retweets of your posts (in the form of check out the latest post by Kristi Hines on Twitter), but can also lead to (hopefully) positive comments and recommendations made about you that may not have been directly @replied to you. On the flip side, if someone says something negative about you, knowing it as soon as possible will help you in making a constructive reply in defense.

Keeping Track of Other Networks
Along with Twitter, HootSuite can also connect you to your Facebook (profiles and pages), LinkedIn, Myspace, WordPress (.com blogs), Ping.fm, and FourSquare accounts. I don't have accounts with the latter three services, so I am not sure what information they pull in and what you can post to them, but with Facebook, LinkedIn, and Myspace you can create columns to view your friend's and your own status updates.

TwitterFeed for HootSuite
[TwitterFeed](#) is a service I have used to set RSS feeds from particular blogs to automatically tweet new posts from my account. HootSuite also offers this functionality. So if you have favorite blogs whose new posts you always retweet, you can set their feeds up to automatically tweet new posts through any social networks you have setup on HootSuite.

RSS Updates to Social Networks in HootSuite

One difference between TwitterFeed's service and HootSuite is TwitterFeed offers the option to only post updates from the RSS that relate to particular keywords. This would come in handy for a blog feed that covers multiple topics, but you would only want to tweet posts on one particular topic.

Also, I like to add a RT @blogauthor before the tweet (option in both services) or via @blogauthor at the end of the tweet (option in TwitterFeed). Plus, be aware of the time intervals you set for the feed service to check for and post new updates from your favorite blogs. If you tweet

something that you want to stay up on your account for a while at 5:59 and you have your feeds updating every hour, that tweet may only be your latest for one minute before the feed updates.

Status Updates
You can send status updates simultaneously to any Twitter or other social network account that is linked to HootSuite. Keep in mind how you have interconnected your accounts prior to sending updates through HootSuite to all of them. For example, if your Facebook is pulling in all of your tweets, and you send a status update to your Twitter and Facebook account through HootSuite, you could end up with duplicate updates on Facebook. Ditto if you use Ping.fm to update your accounts and you send an update to Ping.fm along with Twitter, Facebook, etc.

Team Collaboration
The rise of multi author blogs may ultimately lead to the need of multiple users being able to update one Twitter account. HootSuite just announced team collaboration capabilities so that multiple members can manage a single Twitter accounts when needed via HootSuite.
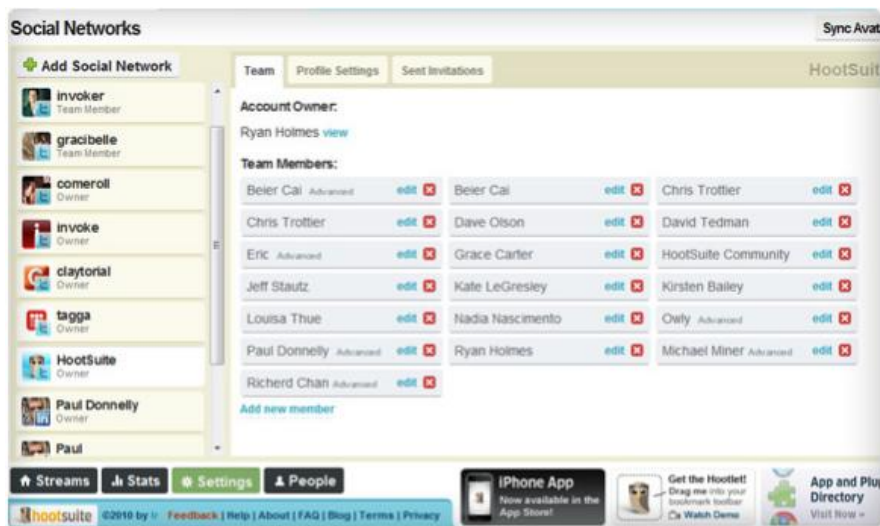
Drawbacks
Along with all of the great things with HootSuite, there are also a couple of things that I do not use or would like to change. These items include:

Ow.ly
I think the name is cute. But I just have a personal preference against using URL shorteners that sort of hijack the URL of the post in the address bar, as it can be an inconvenience when you are not paying attention and end up Stumbling the Ow.ly link. This is why I still use my Bit.ly browser bookmarklet to shorten URLs and then paste them into the status update field for HootSuite. And why I also have the habit of changing the URLs in my retweets to Bit.ly (sorry). To Ow.ly and HootSuite's credit, they do have a nice tracking feature within HootSuite to see clicks and retweets of Ow.ly links, but only if they are Ow.ly links.

Other Social Network Options
As mentioned previously, networks other than Twitter only allow you to see status updates. It would be nice if you could see your inbox / private messages, friend requests, and other relevant information for each of your social accounts within HootSuite.

Update: HootSuite Goes Freemium
As of August 2010, HootSuite has moved from being strictly free to offering free limited plans (up to 5 users with ads) and pro plans. Learn more about HootSuite Freemium Plans.

82

Do You Use HootSuite?

Do you use HootSuite to manage your Twitter accounts for your blog? Are there any other great uses of HootSuite for blogging that I forgot to mention, or other drawbacks? Would you recommend another tool over HootSuite with these same or better features for Twitter management?

Ps.

Just to clarify, this post is not sponsored in any way by HootSuite. It's just my personal review of the service. Also, for more information on HootSuite, see this post on using HootSuite to manage your Twitter engagement efforts for information on the tracking system, user management, and more.

Learn about blogging tools using JN0-400 guide and JK0-016 tutorial. Join 98-361 training program to learn how to become successful blogger.

About the Author:

Kristi Hines is creator of Kikolani which focuses on blogging tips and social networking. Connect with me on Twitter, Facebook, and LinkedIn.

10 (but in Reality 13) Kinds of Peeps
I Do NOT Follow on Twitter By Ingrid Abboud from [Nitty Griddy](#)


TWITTER IN REAL LIFE: THE FOLLOW-BACK

JUST BECAUSE YOU FOLLOWED ME HOME DOESN'T MEAN I'M FOLLOWING YOU BACK.

HubSpot

image credit: HubSpot.com

Straight Up

I'm not gonna beat around the bush. I'm simply not the 'you follow me, I follow you' kind of Twitter gal! If you like what you see and want to follow me, my tweets and blog, then by all means ["Ahlan Wa Sahlan"](#) [an Arabic saying meaning - you're welcome, come on in....] But you can be damn sure that for every new follower I get, I will take the time to check their tweets and profile as well as their link if they have one (which I hope they do) to see whether the interest is mutual. I don't mean to sound arrogant in any way, especially since I'm rather new to the blogosphere (almost 1 year) and am still learning everyday, but I'm not gonna' lie and tell you that I won't judge the quality of your tweets and general persona. I will!

I'm looking to connect and engage with like-minded individuals (individuals being the key word here) who have useful or interesting things to share – which in turn I can re-share with others. So if your [Twitter stream](#) consists solely of:

❖Shameless self-promoting tweets of your blog posts or brand
❖Advice on how to gain a billion followers in a month,
❖Adult content (porn)
❖Or any of the other No No's that I've listed below

84
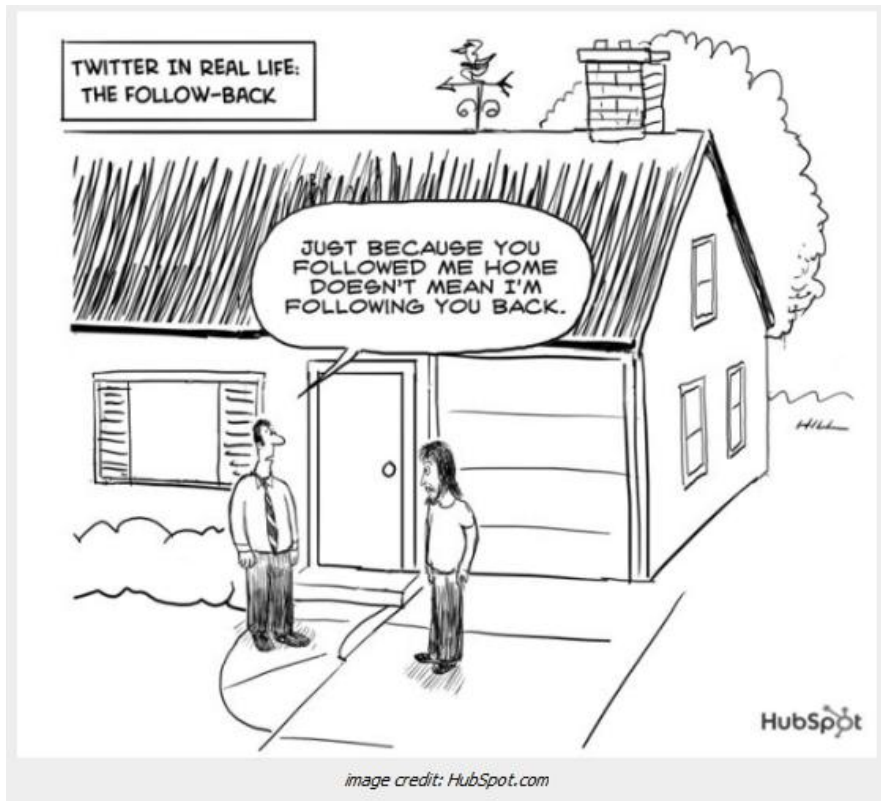
Then please don't take it personally if I don't follow you back. It's not you, it's me. I'm just not that into you 😁 !

❖**My Not Sooo Shameless and Justified Self-promotion**
A few months ago I wrote an article called <u>"Twitter No No's: To Tweet & Not to Tweet"</u>. It pertains to my personal experience with Twitter, what I do and don't do and what things to share and not share. It's actually quite useful and very much related to this post. Now, that right here would be me shamelessly (or not) promoting one of my older posts on my blog nittyGriddy.com – but in my defense, it's a sort of extension to what I'm about to communicate to you now.

Here are my "thanks, but no thanks" list of profiles. Please note however, that there are always exceptions to all of these.

❖**Why I Don't Follow you**
1- You have no avatar
As pretty as the Twitter egg may be, it's not what's gonna' attract me to you. I don't care if it's a snapshot of you on your worst day, or one of your favorite cartoon character or even if it's your blog or company logo – I simply care that you have one. Not much else to say here since this should go without saying.

Bottom line *- come out, come out, wherever you are!*

2- Your profile says zilch
If I don't know what you or your blog/brand/company are about, then what incentive do I have for connecting with you? It doesn't take more than a minute or two to fill this field out. It's not like you're required to write a 500 word essay. How

hard can it be to talk about yourself or your company in one sentence? Most people can't shut up when they start talking about themselves! Heck, I can talk about myself for pages!

Bottom line *– say anything, but say something!*

3- You follow 41,734 people but only 86 follow you
I don't mean to burst your bubble, but how interesting can you and your tweets possibly be if only 0.0001% (too lazy to calculate the actual percentage) of your connections follow you back? And that's if they're following you back.

Bottom line *– work on the ratio!*

4- You follow 58 people but 1 gazillion follow you
First off, I'm flattered and super excited that you'd like to include me in your elite and worthy list of people to follow. That's where my exception comes in. If you're a news service or someone like @mashable, @techcrunch, @tamar, @ViperChill, @chrisbrogan, @ProBlogger, @FamousBloggers, @ladygaga, @aplusk, @Oprah, @TheEllenShow…and not someone who's just looking to grow their list and then later unfollow, then hell yes – I'll follow you (if I don't already)! I don't quite see what Lady Gaga and I have in common and why she'd want to follow me but it would rock if she did! But Ellen on the other hand…I think she could relate to my sense of humor.

Bottom line *-* you're too cool for Tweetschool!

5- You haven't tweeted since the first "Twilight" movie came out
I'm not the biggest vampire flick fan, but it seems that many

people are these days. I'd like to think that 4 or 5 weeks of a Twitter free life is somewhat acceptable – but not more! It may just be that you're on vacation and that's fine – I took a pretty long one myself this summer. There's always a valid reason for taking a break. But if I visit your page and I see spiders crawling through webs or I see that your last tweet is as old as Edward Cullen (the 104 year old hottie vamp from Twilight), then I'm not interested in engaging with you since it seems you're not interesting in engaging with anyone.

Bottom line – *come out of your coffin!*

6- Your tweets are in a foreign language that I don't understand
I'm lucky to have followers from all around the world. But they tweet in 1 of the 4 earthly languages that I speak. Actually, 99.99% of them [Tweet in English](#) as do I – I just wanted to toot my own linguistic horn by telling you that I'm fluent in 4! Fellow Peeps of the Twittersphere – I don't speak Hindu, Farsi or Chinese. I also don't speak Swedish or German, so you'll have to please forgive my first name for misleading you to think that I may.

Bottom line – *no English, no follow!*

7-You're a self-centered twitterer that doesn't RT or @ reply
This may be hard for you to swallow, but the Twittersphere does not revolve around you! The whole point of Twitter is to share and engage and not simply self promote. So if that's all you're interested in doing, then I'm not interested in you. If I look at your stream and you haven't RT'd or @ replied to anyone in 3 pages, then why on earth do I want to follow you if you don't seem to be engaging or interested in others? There are loads of fascinating, insightful, talented, funny…people out there with awesome stuff to share. Help them spread their word because they may just reciprocate your gesture. If you think about it, this is pretty good relationship advice as well !

Bottom line – *don't act like a spoiled little brat who doesn't want to share his toys because if you do, none of the other kids are gonna' want to play with you.*

8- You're all about where you are

I'll be honest here. I don't give a hoot about where you're currently located and what town you're the Mayor of. I'm all for people using Foursquare and other location based services – they're great – but if that's all you're willing to tweet then Twitter off! Having a few of these in your stream is totally cool but don't over do it.

Bottom line - you're nowhere but here to me!

9- Your profile rocks but we just don't click - Sometimes it just happens. You may have an awesome profile and seem like an A+ guy or girl, but it may just be that I'm not interested in the same things as you are.

Bottom line - please don't take it personally, but we just weren't meant to be!

10- You are a self-proclaimed "guru", "master"… of Social Media or other

I love Social Media too, but I'm simply an enthusiast and avid learner! I'm not a guru, master or expert of any kind. Having these 'greater than God' type adjectives on your profile don't tell me much about you – because after all, in this day and age, who doesn't like Social Media? The folks who actually have a proven track record in that field don't refer to themselves in these ways.

Bottom line - guru's are so passé!

I'm sure there are many more of these kinds of Peeps and Tweeps that I missed. What other one's don't you follow?

About the Author:

Ingrid Abboud aka 'Griddy' is a whole lot of things with a ridiculous amount of interests. For one, I'm a Social Media enthusiast with a tremendous passion for writing and blogging. I'm also a pretty witty and cool Copywriter but a more serious MarCom Consultant. But most of all, I'm the proud owner and driving force behind nittyGriddy.com - A Kinda Social Media Journal with Net News & more.
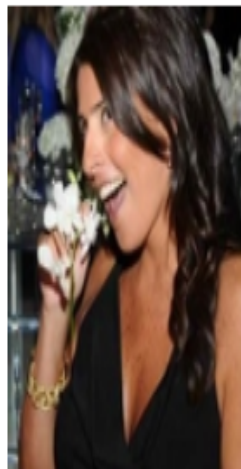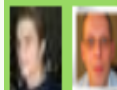
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The Newbie Twitter Cheat Sheet

By Bryan Wong from [Earn Money From Home Blog](#)

When I first started using [Twitter](#), I haven't had a clue how 140 characters could simply convey your message to others. If you ask me about typing 140 characters on an SMS? Yes I can!

Back then Twitter was a bewildering world of a blue background, a cute blue bird, a tweet feed, profile info and a text box giving you enough space to write ONLY 140 characters. It was easy to key in 140 characters but how to turn 140 characters into something useful puzzles me. I don't have a clue how Twitter can be so powerful for your website. Social media and Twitter experts began to rise and I soon learn how Twitter can be really useful for not only your website but also your business.

The trouble is there is a lot of noise! Everyone claims to be an expert and social media makes this annoyingly easier. So let's start for all those of you who don't know how to use it properly yet..

Personalize Your Profile
Everyone starts off with the blue background, the egg avatar and the blue white interface on [Twitter](#). Don't be the same as everyone else. Personalize it! This is the one of the most important things you need to do when you start your account. The moment you start having a Twitter account is the moment your brand begins. You should also do this:

▪**Your Name** – relevant to your website/business/blog

▪**Your Bio** – Make sure you fill this up properly and explain who you are, what you do
▪**Your Avatar** - We don't wanna see an egg face there! People are more likely to connect with your real face. It's best to standardize your avatar across all your sites. Don't confuse them with too many different avatars
▪**Your Links** – Link to your blogs/website. There are suggestions that linking to your landing pages convert better than directly to your blog/website.
▪**Your Location** – Location based search is becoming a more commonplace. Adding location helps Twitter search for people relevant to your profile.
▪**Change your background** - I highly recommend using a custom background of your own and NOT Twitter's background.

It only takes 10 – 15 minutes to add your name, bio, links and location. So there is no excuse why you can't do it FIRST the moment you start an account.

If you have already followed some people, they need to know everything they *need* to know about you from your profile and from your Twitter background too. If you look at mine, you will know what I mean.

Follow Relevant People
If you haven't started following people yet, [Twitter](#) has a feature that tells you related people to your profile. The good thing about this is that it filters all the bad accounts and give you good ones. I've

88

discovered a lot of people related to my niche just by using this simple feature on Twitter itself. But I always tend to narrow down and get a bit more specific by checking to see what they do before following them. You can sometime see their Klout score. A higher Klout score means the profile has higher social influence.

Use The Search Feature
If you wanna go the extra mile, search for people related to your niche using the Twitter search feature. If you want to find people in your local area, by all means just add that to your search terms.

Don't Follow Those Who Follow You
I have close to 2000 followers on my Twitter account. Everyday people follow and unfollow me. But I'm not bothered. Why? Some of them are just not worth following at all. Some of them are either not related to your niche, post spammy tweets, Twitter accounts with 60 000 followers and 5 tweets or "Hot Chick" Twitter accounts with useless tweets.

Buying Followers
This sounds very dodgy to me. I know there are a number of places where you can actually buy targeted followers to your profile but I rather spend the time trying to find followers who actually care and listen to what you are saying. You might get 5000 targeted followers but can you actually keep track of all of them and does every one of them visit your website every time you publish a post? No matter how hard you try you will never get to know all 5000 followers well enough compared to 100 followers. I'm much happier with 100 people on my list that I actually know and follow. If you don't believe me, top bloggers have a much smaller follower list to following ratio. On Twitter it's "Who you know?" that counts not "How many you know?"

Start Tweeting… Duh!
Obviously that is your main activity on Twitter. Tweeting… Tweeting… Tweeting… But it is very easy to make mistakes while tweeting. Undoing is *MUCH* harder. So bear in mind the following 5 Tips when tweeting.

1. Don't Sell With Your Tweets
I personally think most people on Twitter are real people but they don't know how to use the 140 characters properly. They think posting a link to their affiliate products or selling something through a "http://bit.ly…. " link is the best way to use it. When I see a tweet like that I'll probably click the link and not buy anything from it or just not care about it. Another wasted tweet…

2. Don't Tweet Spam
The quickest way to lose a following is to post spammy tweets. Tweet Spammers are everywhere. Even legitimate Twitter account users spam. It really depends on how you use it. Posting the same link 10 times a day may be the best way to get my attention but it only takes one click on the mouse to unfollow you. Don't tell me to "Buy From You" or "Click Here" on your tweets because you will suffer the same fate too.

3. Tweet Links and Share
You must not think that tweeting links are bad. The message I'm sending across here is to find links that are relevant to your followers and share it with them. These links can be links on your blogs, articles, guest posts or other people's blogs. They will be glad you did and retweet! Keep doing this and share content. Eventually more will follow you and more will be interested to follow your tweets.

As John Paul mentioned on his blog, the first thing you need to do is to:

"Get your post or video in front of the most targeted readers as you can.
Second, engage with those readers on a daily basis."

N.B PopUrls.com or Tweetmeme are 2 great websites to find places to tweet/retweet.

4. Don't Forget Retweets

This is actually a continuation from the previous point. Retweeting other people's content is a sign that you recognize the original blogger's work. This is great as they will definitely be able to keep track of people who've mentioned their tweets. They'll be glad you did and who knows put you on their #FF list (Follow Friday List). If you are wondering how this can benefit you then let me explain. People who realize that you've retweeted them may have another group of followers and have bigger lists. Their followers might like it and retweet it too. See the viral potential of Twitter? Twitter is great when it comes to doing things viral.

5. Add #Hashtags

Don't forget to add hashtags into your tweets as there are helpful in getting your tweets into Twitter's searches. But use this without people thinking that you are trying to spam the searches. For me, I usually add hashtags to my post tweets.

Don't forget Tools

Here are a list of tools you should consider using. From Day 1 of using Twitter, you must bear in mind that you cannot sit in front of Twitter all day finding things to Tweet or RT. You need some tools to help automate tasks that will otherwise be mundane or time consuming.

▪**TweetOld Posts –** This is a plugin I use myself here to retweet certain posts randomly.

▪**TweetMeMe** – Don't forget to add this to your blog. You don't have to use a plugin for this. There are websites that teach you how to add the tweet button without coding. If you are using Thesis like I do, then get the code here WITHOUT the plugin.

▪**Hootsuite** – This tool is my FAV! I've done a video review on this tool before.

▪**SocialOomph** – This site helps you automate tasks such as auto-messaging people who follow you and an option to rotate these messages randomly. There is also an option to auto-follow those who follow you but I highly not recommend this practice.

▪**TwitterFeed** – You can use twitterfeed to help you tweet RSS feeds of any content e.g blogs, news, articles, etc…
Bear in mind that you should automate wisely. It's sometimes useful to use third-party tools to manage your Twitter account, but don't forget the human touch from your updates.

About the Author:

Bryan Wong is the writer of this article. He shares information on blogging tips, internet marketing tips, home businesses, social media on his Work From Home Blog. You can also catch him at The Health Pilgrim where he blogs about things related to health.

The Best (and worst) Social Networks for Bloggers

By Daniel Snyder from [Info Carnivore](#)

Soon after I started blogging I realized that in order to successfully promote my blog I was going to have to start being active and participating in some social networks. The question was (and sometimes still is) which ones? I have accounts on literally dozens of social networks but I am only active on a handful of them. It's important to realize as a blogger you can't make it alone! Search out a Blogger Community, and start spending time building your network. Successful bloggers all have one thing in common: experience.

There is no overnight blogging sensations, they have all spent a lot of time and energy getting themselves to that place of success. These successful bloggers no longer need to self-promote since their readers do it for them. Eventually your readers also will submit your content to social networks and tweet your posts for you. Right now however reality for the rest of us is that *the road to success is dependent upon the relationships we develop within social networks.*

Blogging is a hard road, and it would sure be boring if I was going at it alone! Thankfully I have developed a great network on a number of excellent online social communities, some which directly serve bloggers and others which are more generalized. I recently took advantage of the network I've developed and asked some blogging friends whom I respect their thoughts on the **Best and Worst Social Networks for Bloggers**.

There are *a lot* of networks to choose from, and there is no way I could discuss them all in one post (can you feel a series coming on?) I haven't and probably never

> **"I think once you learn some basics to using Twitter, it can be the best social network for bloggers to get free targeted traffic back to their blogs ... Period!"** ~John Paul, **JohnPaulAguiar.com**

will try out every social network that exists, and new ones are springing up all the time so let's find out what the general thought is towards the Best and Worst Social networks for bloggers.

The Best Social Networks for Bloggers

Twitter

Hesham at famousbloggers.net recently wrote an article where he says "*Twitter became the most enjoyable social media platform for me, it's the best place I can share my articles so far with less effort, it's the most active work station for ideas on the internet planet, and the simplest and most fast way of communication on earth as we all know.*" Four out of the Five bloggers I spoke with about this question all said **Twitter** is by far the best social network for a blogger. Here are a few of the reasons why.

Jillian from the 5kmission says "*It's a real-time search engine, if you write about trendy topics. Hashtags put you in front of new groups of people constantly, unlike most social networks where you have to already be "friends" with someone to see what they're saying. It's a good way to spread published content, conduct quick surveys, ask for help, and lots of other useful things.*" John Paul from JohnPaulAguiar.com agrees "*I think once you learn some basics to using Twitter, it can be the best social network for bloggers to get free targeted traffic back to their blogs..Period!*" Michele the newbizblogger declares "*I actually get more visits from Twitter than any other SN tool I use.*"

I have to agree, Twitter is my favorite platform for actually engaging and interacting with people. It makes it simple to share your posts and links, and you can expand your connections in a scope that is virtually unlimited. Twitter also drives more traffic to my blog than any other referral source. If you're doing well on twitter than you can also use it to monetize, Dragon Blogger and I are both fans of Sponsored Tweets and we are using it successfully to generate an income with twitter, find out more about Sponsored Tweets here.

Blog Engage

Blog Engage is also one of my favorites, and probably right now the one I use second most to twitter. It got mentioned as the favorite network for bloggers by Kiesha from weblogbetter.com who tells us "*I like it because it allows bloggers, whether they be beginners or experts, to share their posts in a friendly environment. It's a great place to discover new bloggers and make new friends. Whenever I'm looking for great content to inspire my writing, I just log in and take a look at the upcoming posts. It also allows you gauge how well you're writing. If a post receives a lot of votes, that let's you know how well your doing. There's also a forum and a blog that members can submit guest posts for. Overall, it's a great place to gain some good exposure for your blog.*"

I agree here as well. Blog Engage is a super friendly network, you can meet people, and engage with twitter friends outside of twitter. Right now Blog

Engage is running a [blogging contest](#) with a prize of $1000 USD! So well worth spending some time there if you are a blogger looking to expand your sphere of influence. One great thing about the Blog Engage members is that they are all bloggers who realize the importance of supporting other blogs, they comment, retweet and participate in the community more than any other network I'm familiar with. I have previously written a post about the [Blog Engage community](#) and you can read my thoughts [here](#).

Facebook
The final network I'll mention here today that can be considered one of the **best social networks for bloggers** if of course, [facebook](#). John Aguiar the author of [TwitterDummy](#) also acknowledges facebook as being a valuable network for bloggers, "*even though I think FB takes more time and energy to get real results for bloggers. But if you have a fan page for your blog and work it each day bringing new readers daily, then I think bloggers can do well.*"

I personally have not had much success with facebook, but as John mentions it takes time and energy and I simply haven't given it the investment. I primarily keep facebook as my 'private' place on the net for direct friends and family. I haven't expanded my facebook network beyond this, and I don't really put any effort into my fan page other than it being a glorified RSS feed for my tweets.

The Worst Social Networks for Bloggers
It's hard to classify a social network as being *flat out bad for bloggers*. The general response among the bloggers I asked can be summed up in the words of [Kiesha Easley](#) from [WeBlogBetter](#) (Blog tips and tricks to help you build a better

"…there are potential benefits in just about every popular social networking site. It's what you make it. You get what you put into it and I think you can do well on any site if you put your heart into it and actually make it a point to be sociable." ~ *Kiesha Easley,* [WeBlogBetter](#)

blog.) who tells us *"…there are potential benefits in just about every popular social networking site. It's what you make it. You get what you put into it and I think you can do well on any site if you put your heart into it and actually make it a point to be sociable."*

Most people I asked didn't want to single out a network and declare it as 'the worst'. And I understand that, after all we do have to be positive. And every network offers something different. But one network does stand out as perhaps being the worst for bloggers. **[MySpace](#)**. MySpace is a mess, saturated with multi level marketers most bloggers would be wasting their time there.

[Reddit](#) I think also deserves a mention for being one of the worst networks for bloggers. Reddit has a lot of good things going for it as a news aggregator, but the community is somewhat elitist and snobbish, they can't stand people who want to promote their blogs, and you'll find yourself banned pretty quickly if you submit links to your own blog. I've had several accounts, and have even attempted

to participate in the community – but it never felt like a friendly place.

Other Valuable Networks for Bloggers
As I mentioned above there are a lot of other networks, which I may dedicate another post to. Here are three worth mentioning and that you should take time to look at Bloggers Base, Bloggers, and BloggerLuv. The bloggers that participated in this article are all excellent inspirations, great writers, and awesome people. I hope you take a moment to take a look at their blogs. Almost every one of the bloggers I talked with acknowledged that it's not so much about the best and worst but rather as Dragon Blogger tells us "*I think the social media network you have the most followers and friends who interact with you on is the most important for your blog. For myself that would be Twitter with over 6,000 friends, but for some this could be Plurk, Friendfeed, Facebook, Google Buzz…etc*"

What's your opinion, did we hit the mark or miss it by far? What are *your* favorite networks for bloggers? What do *you* think is the worst.

About the Author:

Daniel Snyder blogs at infocarnivore.com
Raised just outside of Vancouver, British Columbia. I am a huge fan of social media. A married father of two, I am intrigued by all thing security related, and am exploring my potential by blogging. I aim to contribute a positive and encouraging message to the web.

4 Simple Ways To Build A Following On Twitter

By Edwin Torres from Guide Goods

I am currently using Twitter as a means to get traffic to my site. Its funny looking back at it because a while ago I hated Twitter. And I truly meant that. I didn't understand how people could enjoy writing about their life's in 140 characters.

I thought Twitter was a means for self centered people to share what they do every second, of every minute, of every hour in their day.

As you can see, Twitter and me weren't too close.

But, one day it all changed. I finally signed up to check it out. I thought if the news and internet keep buzzing about it than it must be good. Also a bunch of blogs I read started talking about it and praising it as a perfect way to get traffic.

After signing up and getting the hang of it Twitter was truly awesome, but not as a way to talk about what I do in my day, but to **get my blog to the eyes of more people**.

Anyways, Twitter is currently the tenth most visited site in the world according to Alexa.com. That means it gets millions maybe even billions of visitors every month. Those numbers are huge!

You have to be using Twitter or you are just **wasting valuable traffic** that could be going to your site.

Not everyone knows how to use Twitter, or better yet have an influence on it. **How would you like a flood of traffic coming to your site after you post a quick tweet?** Awesome, huh?

How To Build A Following On Twitter

Tweet

You gotta tweet. Try your best to have a tweet up every single day. The more active you are on Twitter the better. If you are too busy or do not have time to tweet you can schedule them by using sites like HootSuite or Tweet Deck.

Retweet

Retweets are a great way to build an influence and connections on Twitter. If you like a tweet someone did retweet it. A post you read that you liked, retweet it. Retweeting is a great way to get new followers as well.

Also, if someone retweeted something you wrote make sure to reply back to them and say thanks. Let them know that you appreciate it.

Follow

Every time someone follows you on Twitter follow them back. This is a simple way to increase your followers count. A more advanced thing you can do is go out and mass follow people and wait a few days and then mass unfollow them.

I did this to a few of my Twitter accounts and have thousands of followers. There are a few free tools that can help you out with this like [Twitter Karma](), [Friend or Follow](), for instance.

Reply

Reply to tweets other people do. Try to make your response either informative or funny. Like I mentioned earlier make sure to reply to people that retweet your stuff.

You can start a conversation with people by asking a question or making a comment. If you are lucky that user might come to your page and maybe check out your site or retweet some of your stuff.

Conclusion

Those are some simple ways to build a following on Twitter today! For it to work though you got to take action and apply what you have learned.

Remember to also not give up, as failure is not an option in the world of blogging. Perseverance is key because with it you will see results.

What ways do you build your following on Twitter?

About the Author:

Edwin is young blogger that gives out awesome internet, blogging and [computer tips]()on his site [Guide Goods](). Learn something new today!

RIDE LIKE THE WIND

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The New Small

By Phil Simon – Published Author of The New Small.

The Challenges of Staying Current

I need to keep abreast of a wide variety of dynamic topics, not only for myself but for my clients. Trying to stay current is easier said than done. If I'm on a consulting gig for as little time as a week, I routinely wonder about what I'm missing outside of my clients' walls. If I'm writing a piece for one of my clients on a specific topic such as social media, I can't help but think about what's happening in other spheres. You could say such is life for the perennially curious man in the 21st century. Although the old adage "So many books, so little time" is still true, it could also be updated to "So many technologies, so little time."

These technologies are changing the rules by which we live and do business. They are taking people out of their comfort zones. Today, most people in organizations of all sizes need to deal with a great deal of technology-oriented change. Although I don't have a crystal ball, I just don't see this abating anytime soon.

Books such as Maggie Jackson's *Distracted: The Erosion of Attention and the Coming Dark Age* and Nick Carr's *The Shallows: What the Internet Is Doing to Our Brains* cover the potential long-term effects of this frenetic pace of activity. Jackson and Carr ask whether or not we've opened a new Pandora's Box, and despite its benefits, are the costs of our constantly connected world properly understood? What about the benefits of our new technology—do we really know what they are?

At least in a business context, the answer to these questions is a resounding "no." In the spring of 2010, I spoke at a few professional organizations about emerging technologies, social media, and website design. *One in particular stands out. In* April, I addressed *a local* Chamber of Commerce in Florham Park, N.J. I spoke to a group of about 40 small business owners who wanted to know more about recent developments in technology. My talk was originally scheduled for half an hour, but I knew within five minutes that I had struck a nerve with the audience. They kept peppering me with questions about blogging, cloud computing, software as a service (SaaS), and other new developments with which they were vaguely familiar. I suspect that, had they not had to go work, we would have chatted all day. Our conversation lasted nearly 90 minutes.

No matter where I went, I kept thinking about small businesses and emerging technologies. For example, in July of 2010, I needed to get a tennis racquet restrung. Rather than go to a

chain store, I try to support local businesses. I frequent the aptly named What a Racquet close to my home. After all, I'm a local business here in northern NJ as well—although a really small one. At the time, I hadn't begun formally writing this book.

As I paid for my restrung racquet at the counter, I started chatting with one of the co-owners, a woman named Linda. She asked whether I thought they needed a proper website or could get away with just a Facebook page. Never one lacking opinions, I offered mine: Why not both? I explained to her the benefits of social networks and media. She was all ears.

It seems to me that many owners of small businesses are awash in a sea of technology they aren't using. Most haven't explored mobility, cloud computing, social networks, and so on. They aren't keeping up with many of the changes that can help them on so many levels.

Reasons for Lagging

I began to wonder about why so many small business owners seem to be so unaware of the powerful changes currently taking place. Reasons include:

> ✓ Some are just overwhelmed by the rate of change.
> ✓ Some just don't care—they don't plan to change anything if they can avoid it.
> ✓ Some are probably intimidated by these new technologies.

✓ Some just aren't aware—their attention is elsewhere.
✓ Some subscribe to the view "If it ain't broke, don't fix it."

I suppose that this would make sense if these emerging technologies offered only marginal improvements to John Q. Business Owner. But that's just not the case. These days, many small companies ignore technologies that, at a minimum, can help them *significantly*:

> ✓ Grow their businesses
> ✓ Attract talented employees
> ✓ Improve access to key information
> ✓ Increase employee communication and collaboration
> ✓ Reduce costs of recruiting, IT, and marketing
> ✓ Compete with larger companies

Of course, exceptions abound. Some small businesses are using emerging technologies in creative and interesting ways to achieve these benefits. These are the New Small.

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Why some companies don't have a Facebook presence is beyond me. Facebook recently achieved more than 500,000,000 registered users. Put another way: If Facebook were a country, only India and China would have more citizens.

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About the Author:

Phil Simon is the author of *The New Small* (Motion, 2010), *Why New Systems Fail* (Cengage, 2010), and *The Next Wave of Technologies* (John Wiley & Sons, 2010). He consults companies on how to optimize their use of technology. While not consulting, Phil speaks about emerging trends and technologies. He also writes for a number of technology-oriented media outlets. He received a BS in policy and management from Carnegie Mellon University and a master's in industrial and labor relations from Cornell University. To find out more about Phil or read his blog, visit one of his web sites:
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www.thenewsmall.com

Book

A small seafood restaurant attracts new customers with virtually no marketing budget. AniPad case manufacturer generates more than $1M in revenue in four months with only four employees. A voiceover company is able to connect thousands of artists with opportunities, all without expensive hardware and software. A law firm increases access to key information while dramatically reducing technology-related costs and risks.
And these four companies are hardly unique. A new breed of small businesses is using Software as a Service (SaaS), free and open source software, social media and networks, mobility, cloud computing, and other emerging technologies to do things simply not possible even five years ago.
In *The New Small*, you'll discover how these companies creatively and intelligently use technology to:

- ✓ Reach new customers
- ✓ Reduce costs
- ✓ Increase internal collaboration and communication
- ✓ Create flexible work environments

Rife with profiles from a wide variety of industries, *The New Small* offers pragmatic advice and lessons about how small businesses are harnessing the power of emerging technologies. It's a must-read for small business owners—and those thinking about starting their own shops.

Praise for book
http://www.thenewsmall.com/about/praise/

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new book: http://tinyurl.com/newsmall
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it is finished.

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