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Efficient Blogging

By Jim Estill

One of the challenges of blogging is to come up with good posts that interest readers and keep them coming back. Sometimes I do not feel like I have good original wisdom. It is presumptuous to think I can have top quality original material all the time.

A second challenge is the time to blog. I run a \$1 Billion dollar company so when I decided to blog I knew I needed to figure out how to do it efficiently. My blog is mostly about efficiency and time management; these are topics I study.

These two challenges can be solved with a simple concept. Copy.

Ideas to use when copying are:

- 1 - attribution. Give the credit together with the link to the original author.
- 2 - look for something you can add to. Blogs can be synergistic. Take a concept or part of a blog post and expand on it and give your opinions, insights or views. In many cases, this can start a flow of ideas that are enriched from the original post.
- 3 - You can use either the whole post or most usually just part of it and point people to the original.
- 4 - I usually ask for permission which has never been denied. After all copying helps the original author and garners them some readership. And of course never copy copy written material without permission (and most blogs are not copy written).
- 5 - The simplest place to find material to use to copy is by blog surfing although this can mean a lot of irrelevant material to filter. One source of free articles sorted by topic is

www.isnare.com

6 - In many cases the person you copy from will point a link back to you since it is flattering to them. Charles Caleb Colton said "Imitation is the sincerest form of flattery" (one trick on quotes is to look them up on

www.brainyquote.com

). These links to you can increase your traffic.

In summary, copying saves time and increases the quality of material on your site. It can even lead to traffic since in many cases you will get link backs from the original site.

Jim Estill is CEO of SYNEX Canada a \$1 Billion distributor of computer products. He is also a regular blogger at

<http://jimestill.blogspot.com/>

Poker Affiliates And Blogging: 5 Reasons To Use Blogs To Promote Online Poker Rooms

By Blake Stevenson

Using blogs as a poker promotion technique can be very profitable. In case you're a poker affiliate and aren't familiar with the world of blogging, here is a quick overview of why you should consider blogs as strategy for building your business.

Blogging is a concept that was started in the late 90's. Blogging was originally used as a way to comment on an existing webpage and provided an opportunity for visitors to voice their opinions on a particular page. Here is a list of 5 reasons why you should start using blogs as a poker affiliate.

1. Blogging is simple. Publishing content to a blog is hands down the easiest way to get your writing on the web. There are absolutely no skills necessary to publish content to a blog, it is actually so simple that even a child can do it. Simply type and click, that's it. Maintaining a blog is just like having a virtual piece of paper that you write your ideas to. As long as you have access to a computer and an internet connection, you can start promoting poker online.
2. Blogging is authentic. In a day and age where advertising saturates our lives, many question the credibility of ads that they are exposed to. Blogs however, allow real people to share their real life experiences and reviews, unscathed by paid ads. Blogging lends credibility to your promotion efforts and builds up trust.
3. Blogging is free. Blogging doesn't have to cost a dime and you can get started in just minutes. What more could you ask for?
4. Blogging builds credibility. Blogging gives your readers an opportunity to gain a somewhat candid view of your thoughts, opinions, and emotions. This leads to believability and you can use this to promote your poker affiliate business.

5. Blogging expands your sphere of influence. Blogging will explode your circle of influence and you'll soon have visitors from all parts of the world visiting your blog and reading your posts. This is extremely powerful!

As you can clearly see, there is absolutely no reason why you shouldn't add blogs to your poker affiliate marketing business. Give your business a boost today by tapping into the power that blogging has as an Internet marketing tool.

Discover the secrets to becoming an online poker super affiliate today at

<http://www.epokeraffiliate.com/>



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