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Marketing Your Book With A Blog: 10 Tips To Attract More Buyers (You Do Have A Blog, Right?!)

By Denise Wakeman

Books and blogs seem to go together like butter and toast. It doesn't matter whether you use your blog to develop content for your book, or you create the blog for marketing the already finished book. Some people have started calling this powerful combination "blooks," books that are derived from blogs.

But they only work well together when you implement these important tactics.

1. Use a domain name for your blog that relates to your book title so becomes known and "findable." If your ideal domain is already taken, use a version of it such as "YourBookBlog.com," or "YourBookOnline.com." Forward that domain name to your blog so when people type in "YourBook.com" it goes to your blog site.
2. Continue the branding process for your book by creating a customized logo for the book and putting it in the header of your blog. The use of your customized branded header will mean your book gets instant recognition, and your blog will stand out from all the cookie-cutter look-alike blogs.
3. Participate in the blogosphere: Read and comment on other blogs in your field. This is a prime way to build readership of your blog. It is also a way of getting fresh content for both your blog and for your book Check out other blogs in your niche: use

www.blogsearch.google.com

,

www.technorati.com

, or

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www.google.com

.
4. Submit your blog to the 170+ blog directories. You can do this manually (10–12 hours of time), or there is a service that will do it for you for \$125:

http://snipurl.com/Blog_Directory

5. Use your blog to collect names and email addresses of potential customers and clients. Make sure you have a subscription form on the upper corner of your blog, from a service like

www.FeedBlitz.com

.
This service sends automatic email updates of your new blog posts to interested potential readers/customers.

6. Podcasting - create audio files easily by scheduling teleclasses and recording them. Some people like to get their information auditorily and at their convenience by downloading mp3 files to their iPods. Use a free teleconferencing bridge line like

<http://www.freeconference.com>

to host a call. Record your

call, upload the audio file and then post to your blog or podcast using a service like

www.audioblog.com

. (As an added benefit, you can get these calls transcribed; then convert the word

doc to a PDF file which you can either give away, or sell, in exchange for people's email address.)

www.CastingWords.com

is a fast, affordable transcription service.

7. Use a newsletter to email to your list, and give readers regular updates about your book, your teleclasses, and your blog posts. You have to encourage them to visit your blog or they will forget you. You also have to educate them about your blog, and teach them to comment on it. A newsletter is an additional way to do this and complements your blog.

8. Sponsor a virtual book tour, and participate in your own, by getting into a network of bloggers who

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will support you and your book. Bloggers are known for their link love, and their propensity for sharing other people's information. When you do this for others, they reciprocate.

9. Run a contest from your blog, giving away something fun and coveted, like an iPod. While this may seem expensive, it is actually low-cost marketing, considering the number of new email addresses you will collect into your database.

10. This 10th tip isn't about blogs, it's about the best automated way to manage your database, your digital downloads, your newsletter broadcasting, your affiliate program, and your ad tracking, as well as sales. Get a Kick Start Cart system, which will manage all this for you. There is a learning curve involved in setting it up, but worth it as you will be able to control your marketing efforts with one system.

<http://snipurl.com/KickStartCart>

Blogging experts Patsi Krakoff and Denise Wakeman are The Blog Squad. They help professionals harness the power of blogs, newsletters, and ecommerce systems to make marketing tasks easier and more effective. They have 16 years of Internet know-how and write on 10 blogs. Get their free weekly eazine Savvy eBiz Tips at

<http://www.SavvyBizTips.com>

Blogheads

By Chris McElroy AKA NameCritic

For those of you who haven't yet started a Blog, you won't understand. You weren't there man! Just trying one Blog will get you hooked. Sure, you say you're just experimenting with blogging.

Then soon, you are blogging everyday. You wake up trying to search around to see who has commented on your Blog. Then it gets to be a 3 or 4 blogpost a day habit, and you're still saying, "I can quit anytime I want".

Then you decide to try different types of Blog. You have your personal stash Blog, then a joke Blog, then another one on a different topic. Now when you aren't doing your own Blogs, you getting into other people's Blogs and commenting more and more.

You're telling everyone how they should try Blog. Pushing Blog to kids. Google and Yahoo are telling you how much you can make dealing Blog. Then there you are the local Blog dealer.

On every corner of the search engine, selling Blog. Looking at your statistics to see how many people tried your Blog, how long they were blogged in, which blogposts they were doing. Now you are hooked for sure. People walk by you now, your friends, family, and you overhear them calling you a bloghead.

You're hanging out with other blogheads, sharing Blog, linking your Blog to theirs, trying to hook more

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people on Blog. The blogposts have got you man. Nothing you can do but keep on blogging.

Even this article you are reading right now, you're thinking of which of your Blogs you are going to post it on for other Blogheads to read. If you don't have a Blog for this article, then you can start one all about being addicted to Blogging.

Google or Yahoo will front you the contextual stash to cut your Blog with, so just one more Blog won't hurt you. Go ahead. Start another Blog.

Then you get so hooked on Blogging you start your own Blog about how to find more Blog. You get all the Blogheads to ping your new Blog search Blog. Oh, yeah man, the pings. The pings are the best, man. You don't know what it's like to get pinged by the Blogs, man. It's out of this world!

Next you start yet another Blog to teach others the best way to Blog. You become a Blog Connoisseur. A Blog Guru. A Blog Consultant. A Blog Expert.

You really know you're a goner when you start to host Blogs. Your own Blog Party or commune. Yeah, that's it, Blog Commune, like MySpace, but really my own space. That's when you're no longer just the local Blog Dealer, you are supplying the Blog Dealers. A bigshot now.

Hey, man I got this new thing here. An AutoBlog. Man, an AutoBlog is to blogging what the bong was to . . .well, you know. All you gotta do is log in and push a couple of buttons and you get more Blog!

Wow, man, you haven't tried Blog yet? You really gotta get with the times, man. Blogging is the bomb.

Chris McElroy AKA NameCritic is an official Bloghead, AutoBlog Dealer, and a Blog Host. He hangs out on the corner of

<http://www.blogs.pn>

and

<http://www.thingsthatjustpissmeoff.com>

Come see him to

learn how to get some Blog of your own. AutoBlog info at

<http://www.blogs.pn/autobloggerpro.html>



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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!