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**Pitching Bloggers: 10 Things That Make Bloggers Angry**

**By Denise Wakeman**

If you have a product, book or service you want people to know about, pitch bloggers!. They know how to create buzz, especially about cutting-edge stuff. Bloggers pride themselves on knowing who is doing what, and love to be first to post about new ideas, products and events.

In fact, some publicists and PR professionals are now going straight to bloggers instead of to journalists for creating media attention. Several books were launched into best seller status before they were published because review copies were sent out to leading bloggers: Freakonomics and Call to Action are prime examples. These books got plenty of buzz on the Web from bloggers with huge audiences, and others blogs linked to them: the news spread like wildfire.

But don't make mistakes when you try to pitch bloggers or your publicity explosion will burst in your face. When bloggers get angry they will not quietly toss your product or book into the round file. They will tell everyone what they didn't like and what you did wrong. Here are 10 things that make bloggers angry when you try to pitch them:

1. Not spelling the blogger's name right
2. Not understanding the blog's purpose or niche
3. Not understanding the blogger's attitude about being pitched
4. Telling them that they should print your info; telling them that their readers will want to read about your product, book or service
5. Blatant product pitches in the blog's comment section
6. Information that's of no use, irrelevant, and uninteresting to their audience,
7. Repeated pitches after they've told you they aren't interested

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8. A cookie-cutter bulk email sent to a long list of bloggers with no personalization
9. Sending attachments of any kind, and not including any links about the item
10. Posting irrelevant and condescending comments on their blog

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. Denise Wakeman & Patsi Krakoff are

known as The Blog Squad.

## **Pitching Bloggers: 15 Rules To Obey**

**By Denise Wakeman**

Creating BR (blogger relations) instead of PR is practically a new profession, as more publicity buzz gets started by prominent bloggers. Publicists trying to get media attention for a new product, book or service are now pitching bloggers in addition to journalists and the press.

But pitching bloggers is vastly different from traditional press relations. New rules apply. If you pitch a blogger the wrong way, you could get written up and publicly slammed by the blogger for everyone on the Internet to see. So how do you go about getting a publicity explosion without it blowing up in your face? Here are a few "do's" and "don'ts" for getting good blog attention.

1. Don't leave your pitch in the comments of a blog post. Send a personal email. Leave comments on blog posts, but only to participate in the conversation, not to pitch or talk about you and your products, services or book.
2. Do target your pitch to the interests and niche covered by the blogger. There's nothing a blogger hates more than receiving pitches completely unrelated to their subject.

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3. Don't send a mass mailing press release.
4. Do personalize any pitch or press release with the blogger's name, spelled correctly of course.
5. Don't ask for links. Invite the blogger to review your material. They'll do the rest if they think your pitch is right for their audience.
6. Do develop a relationship with bloggers by reading and commenting on their blogs before you ever pitch them. Subscribe to the RSS feed so you'll stay current on blog posts.
7. Know who else is talking about you. Research your area of expertise through blog searches on Technorati.com, Blogsearch.google.com, and Google alerts.
8. Offer valuable content. Don't announce your product, book, or services as if they were the greatest thing to be created. Instead tell the blogger how you can solve a problem for their readers. Then mention the book, product or service.
9. Build relationships. Do this over the course of a couple of weeks by participating in the conversations on the bloggers' blogs.
10. Have your own blog to show bloggers you "get it." And use trackbacks so they know you're commenting about them at your own blog before you pitch them. (Trackbacks are an automated blogging feature that notifies a blog when another blog talks about them.)
11. Don't waste bloggers' time on something that isn't relevant to their blog.
12. Don't use crude language or four-letter words. We see this in a lot in blogs written by professionals who would never dream of using this same language in their clients' offices.
13. Remember that anything you say to a blogger might be seen by journalists because many journalists read blogs on topics they cover.
14. Certainly, never chastise a blogger for not accepting comments at their blog. Contact them by email if you have comments, feedback or praise about their content.
15. Don't point out typos at a blogger's blog. When we find our own typos, we sometimes don't bother correcting them, because it would go out into the RSS feed again.

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