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**Top 10 Reasons to Use a Blog to Publish Your Ezine**

**By Denise Wakeman**

**Top 10 Reasons to Use a Blog to Publish Your Ezine by Denise Wakeman**

Blogs are the hottest thing going these days when it comes to marketing on the Internet. A blog is a delivery medium. Here are 10 reasons why you should deliver your ezine articles via a blog.

1. A blog is web based so you can update and post new articles anywhere, anytime. It's a dynamic medium that can be updated on a moment's notice.
2. Subscribers can subscribe to your RSS (Really Simple Syndication) feed and have your content delivered straight to their desktop. This delivery system bypasses spam filters and readers get exactly the content they want.
3. No web site to mess with. It's very inexpensive way to set up a web presence for your ezine. There are several sites where you can set up a free blog and others are very reasonably priced for the massive exposure you can get.
4. You can set up links for ads and your affiliate programs in side columns so you don't have to include them in your ezine format.
5. You can set up a subscription form and send emails to your subscribers when new content is added.
6. Blogs link to other blogs which helps you create a viral marketing system and increases your exposure in search engines. Search engines LOVE text based, fresh content that is highly focused (key word rich).
7. You can use your ezine blog to become a trusted expert for your subscribers, by filtering content for them so they don't have to visit hundreds of web sites.
8. You have an instant archive of all your articles. When you post an article, a new page and permalink is created. People can share that link with others and be sent directly to the article being referenced.

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9. Readers can comment on your articles, which creates rapport and trust between you and your subscriber. Comments also add rich content to your site and again, helps your ranking in the search engines.

10. The bottom line is this: using a blog can help you attract more visitors who become subscribers and then eventually become clients.

For an ezine publisher, a blog compliments and can significantly ease the delivery of your ezine content. Essentially, like any web site, you have to promote it and encourage people to add your site to their RSS feed (that's another subject) or subscribe for updates through a subscription form. That's why I put a subscribe form on my site - subscribers and get updates in anyway they want. You still need to submit to search engines and directories to drive traffic. If you already have an ezine

subscriber database, my advice would be to post everything on the blog and then send a weekly email, or whatever your normal publishing schedule is, informing your subscribers when new content is posted.

Marketing is done in a conversational way and via the links on your blog. Announcements can be posted on the blog and to one's list. I see the blog and ezine database as complimentary...working together to increase your exposure and make it easier for people to get your information and build relationships.

### **Snob–Bloggers: You Just Might Be A Snob If You Publish A Blog**

**By Jim F. Kukral**

You Might Be A Snob–Blogger If...

According to Jupiter Research, about 2 percent of the online community has created a blog. That works out to millions and millions of blogs, and in turn, millions and millions of snobs who publish them. That's an awful lot of Snob–Bloggers!

You see, in order to care enough to publish a blog, you really need to be somewhat of a snob. Before we get into the reasons why, let's look at the definition of snob.

Snob - 1. One who tends to patronize, rebuff, or ignore people regarded as social inferiors and imitate, admire, or seek association with people regarded as social superiors. 2. One who affects an offensive air of self–satisfied superiority in matters of taste or intellect. (As defined on

)

Combine that definition with the definition of a blogger, and you get a Snob–Blogger, defined as `anyone who blogs, period'. Yes that's right, bloggers by nature are snobs.

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Not me you say! Yes, you too! ALL bloggers are Snob–Bloggers! Do you publish a blog? Don't believe it? Take this handy dandy quiz to see if you fit the mold.

1. Have you ever commented about someone or something in a negative or superior manner on your blog? If so, you just might be a Snob–Blogger.
2. Do you and your blog readers commiserate about topics together on your blog comment system? If true, it's possible you might be a Snob–Blogger.
3. Does your blog link to all of your other blog friends who link back to you? On that occasion, you are most likely a Snob–Blogger.
4. If you have ever ranted about something that is only interesting to you and your blogger friends, you, I'm afraid are a Snob–Blogger.
5. If you know what RSS means, I'm guessing you are a Snob–Blogger.
6. If you would stop publishing your blog because you knew nobody was reading it, you my friend are most likely a Snob–Blogger.
7. Do you recognize Wil Wheaton as someone other than the geeky kid from Star Trek: The Next Generation? If so, you are certainly a Snob–Blogger.

Other Snob–Blogger characteristics include:

- Writing rants and opinions about things you never bothered to learn about first
- Thinking that your blog is just as, or more powerful than the mass mainstream media

Jim F. Kukral is the author of the book, *BlogsToRiche\$ – A step-by-step guide to using your weblog to make money online*. The book can be purchased for instant download at

. You

can read Jim's blog at

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Snob–Bloggers: You Just Might Be A Snob If You Publish A Blog  
Should You Get A Blog?

Blogs: Today's Internet Diary and Marketing Tool

Blogheads

Ezines: For Those Who Are Interested

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147 Killer Epublishing Strategies  
Blog Biz For Beginners  
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Blogs and RSS Revealed



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