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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

What Is Blogging?

By Kara Kelso & Anita DeFrank

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Blogs have been around for many years but have recently become somewhat a new 'craze'. A Blog is short for Web Log is basically an online journal. They can be set up at little to no cost at all, and can be used for a wide variety of things. Some bloggers just blog for the fun of it, while others tend to use their blogs for business reasons.

The following are just a few ways blogs can be used:

1) Updates

Keep customers/clients up to date on changes to your website. Also new product announcement and new related websites.

2) Reviews

You can give opinions, advice and personal recommendations on specific products or services related to your field.

3) Personal and Business uses

Blogs are a great way to keep track of your goals and plans just by open writing.

4) Stress Reliever

Jot down your vents, gripes, thoughts. Some also find general writing therapeutic.

5) Search Engine Optimization

Search Engines love text and content. You can also include links to your website which equal backward links which in turn equals high ranking.

6) Money Makers

Yes, you can make money with your blog by providing readers with quality copy writing and a few

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affiliate links.

So how is a blog set up? There are several options you can choose from when starting your own blog, and a few are:

1) Using a free service such as Blogger.com (<http://www.blogger.com>).

2) Using Blogger.com (or other free blog provider) with your own domain name that you can purchase through places such as Mommy's Helper Domain & Hosting Services (<http://www.mommyshelperonline.com/web-hosting.html>) .

3) You can also choose a paid services such as Blogit.com (<http://www.blogit.com/Blogs/Affil/?51483>) for as little as \$5.95 a month.

You have your blog set up, but how do you get visitors to it and get them coming back? Along with general advertising, here are a few more ideas:

1) Directories

There are many directories that you can submit your blog to such as BlogWise.com (<http://www.blogwise.com/>) To find more simply do a search for blog directories.

2) Link Exchange

Place links on your website to your blog and visa versa.

3) Syndicate Your Blog

For example you can now give your visitors the option of having your blog headlines right on their MyYahoo! Page. (example – <http://add.my.yahoo.com/rss?url=http%3A//www.2wahms.blogspot.com>) This makes it much simpler for your readers to quickly skim the topic headlines and an added benefit to you the blogger to keep your visitors up to date.

You also have the choice of letting your readers comments on your blog. Most services have these features and can be a great tool to keep your blog interactive between you and your readers.

With all the spam filters and spam blockers available or sometimes even automatically installed in email programs, it's getting harder every day to keep in constant contact with your visitors/customers and/or clients. Blogs have shed some new light in this aspect giving you a better way to communicate.

Most blog services are very user friendly. If you can run simple programs such as MSWord or Word Perfect then you have the knowledge to maintain your own blog. There's no need to even have html knowledge. In essence, anyone can have his or her own blog.

Happy Blogging!

~~~~~About the Authors:Kara Kelso and Anita DeFrank are the owners of Mommy's Helper – Mom's Market Ezine ( <http://www.momsezine.com/mhmm.html> ),

## What Is Blogging?

an ezine for work at home moms. You can read their business blog at:  
<http://www.2wahms.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

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