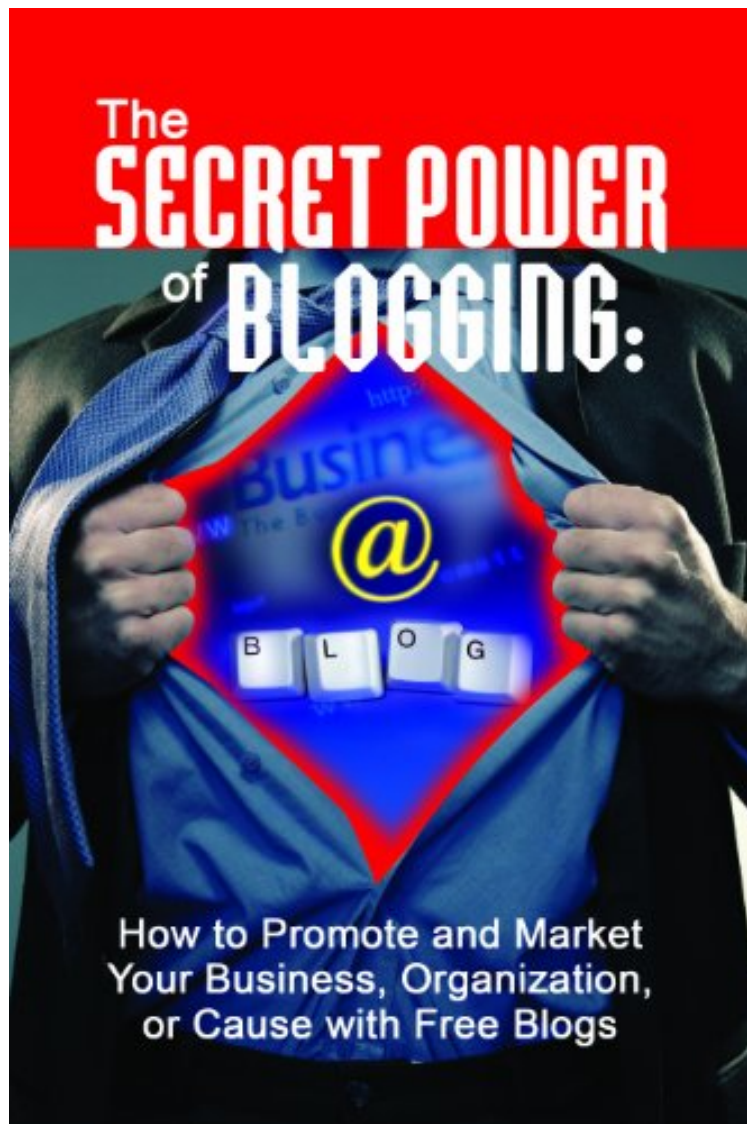


[Library ebook] The Secret Power of Blogging: How to Promote and Market Your Business, Organization, or Cause With Free Blogs

# The Secret Power of Blogging: How to Promote and Market Your Business, Organization, or Cause With Free Blogs

*Bruce C Brown*

*DOC | \*audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



+

READ ONLINE

#2234657 in eBooks 2008-01-15 2008-01-15 File Name: B001QB9FEY | File size: 22.Mb

**Bruce C Brown : The Secret Power of Blogging: How to Promote and Market Your Business, Organization, or Cause With Free Blogs** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Secret Power of Blogging: How to Promote and Market Your Business, Organization, or Cause With Free Blogs:

1 of 1 people found the following review helpful. The Secret Power of BloggingBy LESLIE OBRIENEasy to read and

follow the guidelines offered. A great purchase for first-time bloggers or those looking to increase traffic and money to their sites. 0 of 0 people found the following review helpful. A great help! By WILLIAM URBACH  
The Secret Power of Blogging offers many different hints, tips and suggestions on mastering the ability to use blogs not just as "online journals" but also as ways to share your own personal expertise and market products. Author Bruce C. Brown breaks wide open the true way to blog, taking the reader to Building a Blog, Promoting Your Blog and The Legalities of Blogging, taking you step-by-step in an in-depth analysis to the true way to blog. There is a plethora of "Blogging 101" tips available for utilization that is not written too intricately or too simply to be understood. Brown also provided a helpful section on blogging etiquette. In Chapter 11 there is a very intricate guide on the introduction to RSS Feeds and Syndication, which will be no doubt something of significance to someone looking to get into the mechanics of creating a blog. This book is a great guide to those starting out a blog or thinking of starting out a blog and will help shed some light on concerning topics and maybe even uncover ones that the reader did not know even existed. 2 of 2 people found the following review helpful. A Solid Refresher and Reference Tool By lemonpepr@aol.com  
Okay, I admit it - I'm hooked on blogging, as are most people around the globe, it would appear. However, there's a HUGE difference between maintaining a personal blog and keeping one for corporate purposes. That's one of the reasons I wish that more business people would read this book, especially the case studies and interviews at the end. Were they to do so, they would quickly realize that blogging under the auspices of a corporate identity requires thoughtfulness, pragmatism and direction. Brown starts his book by explaining what blogs are and how they work; for those of us who have known this for a while, it's a bit redundant. Yet I can easily imagine a novice blogger appreciating the basic education, especially the step-by-step instructions for starting a blog (complete with screenshots.) When the book turned to a more involved look at blogging, I have to say that I was entirely captivated. I had no idea about how to make the most of ping servers, how to move my existing blog to my website or where to find blog directories to which I could submit. I also wasn't aware of the legalities surrounding blogs; fortunately, I haven't broken any, but it would be easy to make missteps. The Secret Power of Blogging is going to be a "keeper" in my office library!

Blog is short for Weblog. A Weblog is a journal (or type of newsletter) that is updated often and intended for the general public. Blogs generally represent the personality of the author or the website owner. In a recent study by the Pew Internet; American Life Project estimated that the U.S. "blog population has grown to about 12 million Americans," some 8% of U.S. Internet users. The number of U.S. blog readers was estimated at 57 million (39% of the U.S. online population). If you have a product, service, brand, or cause that you want to market inexpensively online to the world, you need to look into starting a blog. It is an ideal marketing vehicle. You can use it to share your expertise, grow market share, spread your message, and establish yourself as an expert in your field for virtually no cost. A blog helps your site to rank higher in the search engines because Google and other search engines provide references to blogs and their content. Tiny one-person part-time businesses and mega companies like Microsoft, Apple, Nike, General Motors, Amazon.com, and Yahoo! use blogs as well. Most Fortune 1000 firms are using responsible blog marketing as well as advertising on blogs for one simple reason: it works! It generates profits immediately and consistently! In addition, many blogs earn additional revenue by selling advertising space on their niche-targeted blog. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

Winner of the Florida Publishers Association 2009 President's Book Award, Silver Medal - Business --Book Award  
About the Author  
Bruce C. Brown was born in Bayshore, New York, but moved around quite a bit in his youth, finally settling down in Silver Springs, Florida. He enlisted in the U.S. Coast Guard in 1984 and has completed more than 32 years of service to our nation. Bruce is the author of fourteen published books and has been recognized with numerous awards for his writing. Bruce has three children and a beautiful wife, Vonda. His oldest son, Dalton, is a graduate from the University of South Florida and St Leo University and is a regional manager with Paragon Theaters. His middle son, Jordan, is a graduate from the University of Florida and earned his Doctor of Jurisprudence at the University of Texas School of Law and is an Assistant District Attorney in Texas. His youngest son Colton graduated from the University of Florida and is serving as an Operations Specialist in the U.S. Coast Guard. Bruce has been happily married to Vonda for 32+ years and is currently serving as Commanding Officer, U.S. Coast Guard Base Elizabeth City, North Carolina. During his Coast Guard career, Bruce was recipient of the highly prestigious Douglas

A. Munro Award for Inspirational Leadership, as well as the American Society of Military Comptrollers Award of Excellence and is a two-time recipient of the Coast Guard Chief Financial Officers Award for Excellence (Junior Officer and Senior Officer Categories). He earned degrees from the University of Phoenix and Charter Oak State College and is designated as a permanent Cutterman. His military decorations include 5 Meritorious Service Medals, 5 Commendation Medals, 2 Achievement Medals, Armed Forces Service Medal, Armed Forces Expeditionary Medal, NATO Medal and many others.