

Quick And Easy Blogs - Make Blogging Work For You!

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Quick and Easy Blogs Make Blogging Work for You By John Willaims The purpose of this book is to introduce you to blogging and show how recent developments can help you reach your personal and/or professional goals. Why Almost Everyone Is Dead Wrong About Blogs and How Difficult it is to Set Them Up and Monetize Them! Four years ago he gave you Blog Biz for Beginners. Now he's back and loaded with new and updated information and strategies for winning with blogs in 2009! John is no stranger to online marketing and is an excellent teacher. How many times have you read how easy it is to set up a blog? Probably more times than you can count. In fact, it's a pretty good bet that you've read time and time again just how easy it is to start your own online business and clean up! It's particularly frustrating when you're told you can do it in days! Those are pretty ridiculous claims and John aims to lay your fears to rest. He does NOT advocate "get rich quick." On the contrary his approach is one of education. Like everything having to do with the Internet, blogs change and evolve. He believes that anyone who starts a personal or business blog is perfectly poised to take advantage of significantly lower costs and higher quality of blog programs and services. Everything you need to know to guarantee your success in blogging is available in "Quick and Easy Blogs." * How about creating and posting? There are some definite nuances covered in its own chapter. * Have questions about Blogger versus WordPress? They're addressed inside your copy. * What's the best option for hosting your blog? Yes, that's addressed too. * What is Fantastico and how it can help you is also addressed. If the idea of ftp sends shivers down your spine, don't panic. We've got you covered! Even if it sound suspiciously like building your own web site, John takes you by the hand and teaches you step-by-step how to ftp using your control panel or an ftp program. Look, we could continue on and on about the benefits of blogging. If you have a pulse you know how important successful blogging is to your online business. Learn from John and you learn from the best! Contents: Introduction What Do You Want a Blog For? Keep your Information Safe Protecting Your Usernames and Passwords Blogging Tips WordPress or Blogger? PART 1: Starting with Blogger Naming and Hosting Your Blog Using Blogger and blogspotto Host Your Blog Using a Blogger Blog on Your Own Web Space Giving Blogger FTP Access to Transfer Your Blog to your web site Select the Design for Your

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Afterword About The Author John Williams John is a professional magician who has successfully learned how to create "magical marketing" online. As a master magician he dazzled audiences with his skill and talent. As a master marketer online he has also dazzled audiences with his knowledge and expertise. In Quick and Easy Blogs he teaches how almost anyone with an Internet connection can express their ideas, promote their services, products or community group with a minimum cost in time, money and energy. His books are focused on explaining each topic in clear language with pictures that help the readers' understanding. They're not there just to decorate the pages. John believes that you certainly don't need any formal training or qualifications to write stuff for your blog. He says "that would rule me out and thousands of other happy and successful bloggers." The main requirements are a desire to communicate your ideas, a positive attitude and this book. Quick and Easy Blogs is the latest in his repertoire of internet marking ebooks. P.S. What have you got to lose? Nothing. What have you got to gain? Time and money! Don't wait just do it!

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