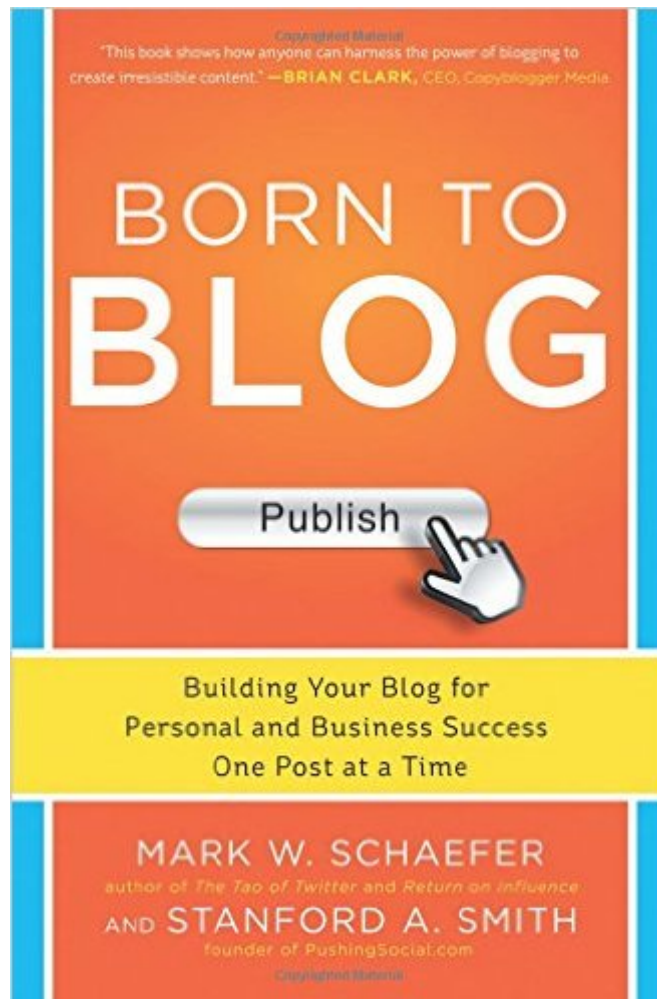


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# Born To Blog: Building Your Blog For Personal And Business Success One Post At A Time



## Synopsis

Launch a business and ignite a movement with a powerhouse blog! Born to Blog is filled with practical, street-smart techniques and ideas to help you create and manage a winning business blog. Learn how to attract a loyal following, promote your blog, and write powerful content that generates new business. "If your dream is to launch a business or publish a book, then read Born to Blog! You'll realize the blogger way is your fastest path to success." -- MICHAEL STELZNER, founder of Social Media Examiner and author of Launch "Born to Blog makes blogging accessible and fun for anyone. Read it, use it, and watch your business grow." -- JAY BAER, founder of Convince and Convert and coauthor of The Now Revolution "Read this book, then go blog like you were born to do so." -- JASON FALLS, founder of Social Media Explorer and coauthor of No Bullshit Social Media and The Rebel's Guide to Email Marketing "Blogging beginners and seasoned pros alike will find valuable advice they can put to use immediately." -- LEO WIDRICH, cofounder, Buffer

## Book Information

Paperback: 176 pages

Publisher: McGraw-Hill Education; 1 edition (April 3, 2013)

Language: English

ISBN-10: 0071811168

ISBN-13: 978-0071811163

Product Dimensions: 5.6 x 0.5 x 8.4 inches

Shipping Weight: 4.8 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars Â Â See all reviews Â (54 customer reviews)

Best Sellers Rank: #66,142 in Books (See Top 100 in Books) #29 in Â Books > Computers & Technology > Business Technology > Social Media for Business #48 in Â Books > Computers & Technology > Internet & Social Media > Social Media #69 in Â Books > Business & Money > Small Business & Entrepreneurship > Marketing

## Customer Reviews

I got this book from NetGalley. For those who don't know, NetGalley is a website that pairs publishers with "professional readers"--booksellers, librarians, reviewers and bloggers--and offers advance digital copies of upcoming books for free in exchange for a review. It's safe to say a lot of the people who use NetGalley are book bloggers. It's also safe to say that a lot of book bloggers are going to see this title on NetGalley, Born to Blog, and be unable to resist it. I know I couldn't. It promises advice for bloggers (I'm a blogger! That's for me!). But wait. The problem is none of the

advice in this book was very applicable to book bloggers, at least not that I could see. The book is almost exclusively aimed at large companies who want to expand their social media strategy to include blogging but don't know where to start. (So maybe it's not such a great idea to promote it directly at book bloggers, huh?) The book's subtitle suggests this but doesn't explicitly say it, mentioning both "business" and "personal" blogging. In reality, the book is mostly devoted to "businesses that also want to start a blog" with one chapter on "personal blogs." There was almost no consideration for blogs that ARE a business, where the blog content itself is the only product. It almost seemed like every section was written with a very specific client in mind, but then the authors wanted their book to have wider appeal so they just made everything more vague rather than acknowledging that different blogs have different needs. Here are some examples of their advice for everybody:--Ask your CEO to write a blog post--Divert money from your newspaper advertising budget to help fund your blog So obviously these are meant for large companies.

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