

Compliments of The Blog Squad...



Marketing Your Book with a Blog: 7 Must-Do Tactics to Attract more Buyers (You do have a blog, right?!)

1. **Use a domain name for your blog** that relates to your book title so becomes known and “findable.” If your ideal domain is already taken, use a version of it such as “YourBookBlog.com,” or “YourBookOnline.com.” Forward that domain name to your blog so when people type in “YourBook.com” it goes to your blog site.
2. **Continue the branding process** for your book by creating a customized logo for the book and putting it in the header of your blog. The use of your customized branded header will mean your book gets instant recognition, and your blog will stand out from all the cookie-cutter look-alike blogs.
3. **Participate in the blogosphere:** Read and comment on other blogs in your field. This is a prime way to build readership of your blog. It is also a way of getting fresh content for both your blog and for your book Check out other blogs in your niche: use www.blogsearch.google.com, www.technorati.com, or www.google.com.
4. **Submit your blog to the 150+ blog directories.** You can do this manually (10-12 hours of time), or there is a service that will do it for you for \$95: http://snipurl.com/Blog_Directory
5. **Use your blog to collect names and email addresses** of potential customers and clients. Make sure you have a subscription form on the upper right corner of your blog, from a service like www.FeedBlitz.com . This service sends automatic email updates of your new blog posts to interested readers and prospective customers.
6. **Podcasting** – create audio files easily by scheduling teleclasses and recording them. Some people like to get their information auditorily and at their convenience by downloading mp3 files to their iPods. Use a free teleconferencing bridge line like <http://www.freeconference.com> to host a call. Record your call, upload the audio file and then post to your blog or podcast using a service like www.audioblog.com. (As an added benefit, you can get these calls transcribed; then convert the word doc to a PDF file which you can either give away, or sell, in exchange for people’s email address.) www.CastingWords.com is a fast, affordable transcription service.
7. **Use a newsletter to email to your list**, and give readers regular updates about your book progress, your teleclasses, and your blog posts. You have to encourage them to visit your blog or they will forget you. It’s also important to educate people about your blog, and teach them to comment on it. A newsletter is an additional way to do this and complements your blog. We recommend Kick Start Cart for managing your database and broadcasting your newsletter: <http://snipurl.com/KickStartCart>

Patsi Krakoff and Denise Wakeman are The Blog Squad™, and have teamed up to help professionals harness the power of blogs, newsletters, and web site ecommerce systems to make marketing tasks easier and more effective. Between them they have 16 years of Internet know-how and write on 9 blogs. They know what works and what doesn't. You can read their popular blog at www.BuildaBetterBlog.com and get their free weekly ezine Savvy eBiz Tips at www.SavvyeBizTips.com . To get a free 7 Step Mini-Course on how to write a book with your blog visit www.pmau-blogtobook.com.

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This is your invitation to join an exclusive group of professionals and create your book or info product in 90 days or less. We've done it and YOU CAN TOO using our...

Blog to Book Project

Why use a blog to create your book?

A blog is the perfect medium for creating content that can be edited and compiled into an ebook or hard or soft cover book format. Using a blog, you can easily write the content on a daily basis in small chunks so it's not intimidating or overwhelming.

You can use a blog to organize your content, get real-time feedback and attract readers who will be prospects for the finished product. The blog simultaneously acts as a marketing vehicle while you create your publication.

Learn While You Do

This is NOT a teleclass. This is an online program and will be conducted through a private blog. It is a self-paced, self-study program.

What's included?

- Access to private class blog with all steps from idea to publication
- Access to private Blog-Revolution blog for tips and tutorials to publish an effective blog
- Links to resources we have uncovered and use to publish our ebooks
- Occasional group coaching calls to answer questions, give feedback, brainstorm ideas
- Promotion of participants' blogs and completed project to our networks
- Invitation to participate in beta program for new online self-publishing company
- 15 minute audio interview with you talking about your book
- 3 Bonus ebooks on blogging and interviews with experts + several audio programs

What will be covered?

- How to generate an idea for your book
- How to generate content
- How to organize your content
- Staying focused on your topic
- How to convert your blog posts to book format
- How to promote your book *while you're writing it*
- How to launch your book
- How to set up an ecommerce system to sell your book
- How to leverage your network

For more information on how you can use a blog to develop, organize, write and complete your book, please visit www.pmau-blogtobook.com and get a **free 7 Step Mini-Course** and **\$100 discount** on the Blog to Book Project.