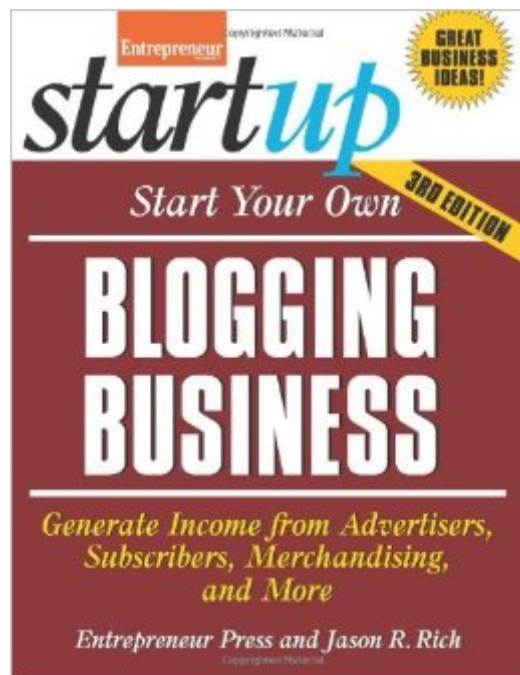


The book was found

# Start Your Own Blogging Business: Generate Income From Advertisers, Subscribers, Merchandising, And More (StartUp Series)



## Synopsis

Fully revised with new and expanded chapters, *Start Your Own Blogging Business* delivers the perfect startup guide for online enthusiasts. Providing valuable updates such as the latest forms of blogging including Twitter/micro-blogging, mobile blogging, and video blogging, the experts at Entrepreneur lead aspiring bloggers from planning and publishing their blog to promoting themselves and turning a profit. Also included are an appendix with Ten Proven Ways to Promote your Blog and How to Avoid the Most Common Blogging Mistakes, and a new chapter on creating original content to attract new and continuous followers, as well as updated interviews, insight, examples, and tips. Entrepreneurs are presented with new content ideas, fresh ways to promote their blogs, new techniques for generating revenue, and priceless advice from successful bloggers of today.

## Book Information

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## Customer Reviews

If you've come to the conclusion that you want to start a blog, congratulations! But, if you aren't sure of the ins and outs to get it going, author Jason R. Rich has all the information you will ever need in his *Start Your Own Blogging Business* guide. This fast read doesn't leave you feeling overwhelmed with technical jargon but will leave you feeling as though you can really achieve your goal of starting your own blog. If you want to become savvy and feel like a blogging expert, this guide will show you the correct steps on how to plan and create your blog.

Potential bloggers will also see a list of ideas to help them get started. Rich shares what kinds of blogging you can do. There is blogging, in which you type text, or vlogging where you can utilize video and even microblogging in which you simply use a platform like Twitter. Readers will learn about each of these along with all the good and bad points. Rich's voice, as an expert, is engaging and informative. Potential bloggers will learn how to publish, promote and even generate revenue from blogging. Chapter 2 covers topics such as Web-Based Blogging Services like Blogger and Wordpress in detail. Chapter 3 discusses the First Post, Consistency and Keyword Optimization. Chapter 5 shares information on transitioning your blog from a hobby to a professional business. Readers will learn about Sole Proprietorship, Limited Liability Corporation and even how to register your business name. Rich has included interviews with experienced bloggers who have turned their interests into a money making site and they provide tips on how they got started and how you can do the same. Each page has quick tip sidebars which give insight on how to be smart and what to watch out for.

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