



## Born to Blog: Building Your Blog for Personal and Business Success One Post at a Time

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By Mark Schaefer

Mcgraw-Hill Education Ltd Apr 2013, 2013. Taschenbuch. Book Condition: Neu. 211x136x20 mm. Neuware - 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 171 pp. Englisch.



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