

Table of Contents

INFORMATION ONLY

List of Blogger Interviews	4
Copyright and Legal Notices	5
How to Navigate and Use This Ebook	6
Introduction	7
First Things First: Why Bother with a Blog?	14
Creating Resonance with Your Readers	17
The First 7 Steps before You Create Your Blog	19
Tutorials: How to Set up Your Blog	21
Introduction to Tutorials	22
How to Set up Your Blog with Typepad	24
Designing Your Blog	28
Setting up Your Profile	39
How to Set up TypeLists on Your Blog	42
What are Categories and How Can You Use Them Effectively?	47
Posting to Your Blog	51
Enabling Comments on Your Posts	54
What is a Permalink?	56
Trackback Links	56
File Management: Uploading a File and Photos	58
How to Configure Your Blog	60
Password Protecting Your Blog	64
Setting up Multiple Blogs	66
How to Register and Forward a Domain for Your Blog	67
Back up Your Blog	70
Creating Content for Your Blog	72
Top 10 Blog Writing Tips	73
Humor, Personality and Etiquette	76
How Often Should You Post?	79
Patsi's Random Thoughts about Posting Schedules	82
Finding Content for Your Blog: Google Alerts	84
Top 10 Reasons to Use a Blog to Publish Your Ezine	85

How to Promote and Drive Traffic to Your Blog	87
16 Ways to Drive Traffic to Your Blog How to Set up a Bloglet Subscribe Form on Your Blog RSS Feeds Have You Pinged Today? Setting up Your Feed on MyYahoo Home Page Using Feedburner to Add More RSS Options to Your Blog Live Message Alerts for Your Blog Updates How to Set up Site Meter on Your Blog	90 93 100 101 103 105 106 110
How to set up site weter on rour blog	110
How to Make Money with Your Blog	114
Making Money with Amazon.com Setting Up Google AdSense on Your Blog Setting Up BlogAds on Your Blog	116 118 118
Just a Beginning	119
10 Tips for Quality Blogging Diving into the Blogosphere The Future of Blogs	119 120 121
About Your Blogging Partners	123
Appendices	124
Appendix A - Business Blogs to Read and Study Appendix B - Links To All Resources in this Ebook Appendix C - Template for Tracking Blog	125 128
Directory Submissions Appendix D - History of Blogs and Blog Influence on	129
Journalism, Politics and Culture Appendix E - Build A Better Blog Marketing Services	130
for Professionals	132

Blogger Interviews (see companion ebook)

Anita Campbell, Small Business Trends

Andrea Lee, Multiple Streams of Coaching Income

Barry Zweibel, Gotta Get A Blog

Bea Fields, The Seduction of the Mind

BL Ochman, What's Next Blog

CJ Hayden, How To Be A Hero

Denise Wakeman, Next Level Biz Tips

Des Walsh, Thinking Home Business

Hal Macomber, Reforming Project Management

Jane Thilo, MD, Leaders Go First

Kathy Mallary, Café la Coach

Lauren Hidden, The Hidden Helper

Michael Pollock, Small Business Branding

Michele Corey, Knee Deep

Michele Miller, WonderBranding

Milana Leshinsky, Milana on Tap

Patsi Krakoff, CoachEzines Blog

Paul Chaney, Radiant Marketing Group

Priya Shah, EbizWhiz Marketing Notes

Sunny Hills, Sunny Thoughts

Susannah Gardner, Buzz Marketing With Blogs

T. L. Pakii Pierce, How to Blog for Fun and Profit

Terri Levine, Terri Levine Coaching U

Wayne Hurlbert, Blog Business World

Yvonne DiVita, Lipsticking