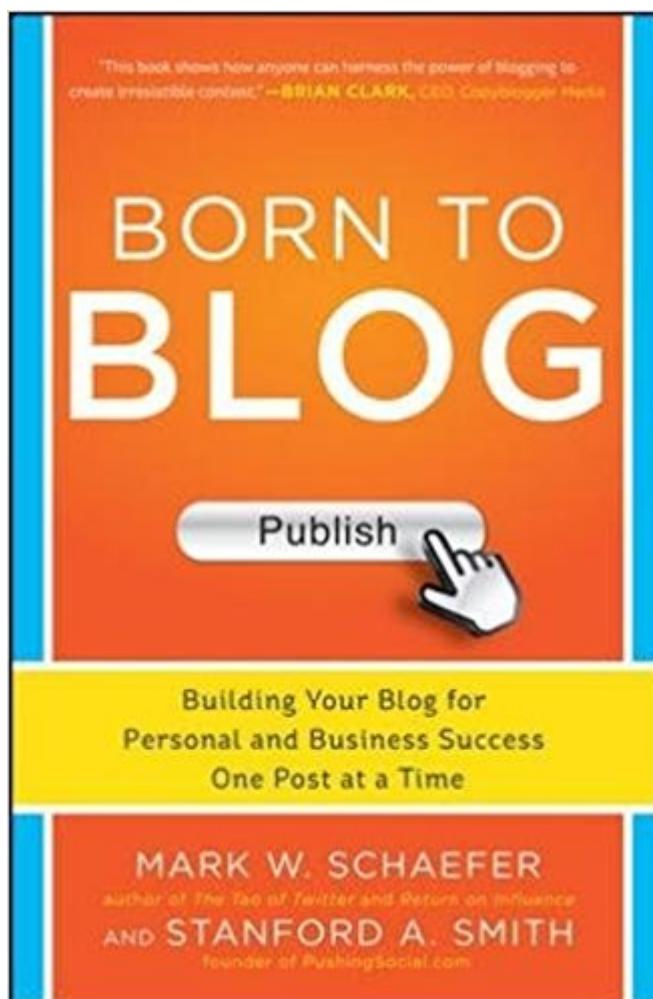


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# **Born To Blog: Building Your Blog For Personal And Business Success One Post At A Time (Marketing/Sales/Advertising & Promotion)**





## **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**

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## **Customer Reviews**

MARK W. SCHAEFER is the author of the bestsellers *The Tao of Twitter* and *Return on Influence*. He is an internationally known speaker, consultant, and college educator who blogs at .

STANFORD SMITH is a digital marketing and social media strategist who created [PushingSocial.com](http://PushingSocial.com), a resource for business blogging.

I run both a personal and B2B blog and am always looking for ways to improve my content and promotions. From the first page of Born to Blog, I knew that I had found something that would provide a lot of value. A lot of books about blogging focus on the beginner. This book adequately addresses their questions while also detailing topics that benefit a more advanced blogger. This book helped me to think about blogging in a different way, so that I could create content according to my strengths, and always keep the reader in mind. It covers everything from personal blogs to company blogs to hobby blogs with a special focus on each. I took one of the book's concepts, about defining your blogging style, and wrote my own post about it:

<http://www.the-blogsmith.com/2015/12/how-to-choose-a-blogging-style-that-works-for-you/> Definitely recommend for any kind of blogger at any level of advancement!

The Book "Born To BLOG" is an excellent book. I liked Mark's one sentence on page 2, to which my reaction was: WOW! That sentence being: "Instead of me finding my target audience, my target audience found me!". The book covers five types of Bloggers. Finding the right medium for expressing themselves is a challenge common to all Bloggers, say the 2 authors, with whom I agree fully when they say that Blogging is an elegant tool for expression & two way dialogue with the readers. The authors emphasize willingness of the Blogger to share thoughts & opinions as prerequisite and advise to make your case for what you like, value & believe in. Authors classify four types of Content as "evergreen", "identity" "people" and "bread & butter" content. They have explained nicely how to create each type of content & how to attract readers. Born to Blog is worth reading. It is so nicely articulated that it holds the readers attention, like it happens when you read a novel. The Schools & colleges should include it like a Text Book, because it will inspire the young students to start featuring their voice & be creative.

Do you ever have the feeling if you don't share what is inside you, you will somehow regret it? I always thought I needed to write something that shared a message that is uniquely mine. This is something only I can write as it is my story. Thanks to this book, I now have the tools to share my heart and mind with others. Thank you for writing this. I will be moving on to the Tao of Twitter next. Ciao

I never judge a book by its "cover" but by its "color." Years ago I developed the habit of reading with a yellow highlighter in one hand to visually capture the material important to me. Even now I can go back to a book read years ago and quickly scan it to see what I felt was important. Some of my

books have little or no color which obviously means the book had little content which I wanted to capture. But "Born To Blog" bleeds yellow. In the preface I underlined a sentence in red. A red highlight in my own scheme is reserved for content which I deem doubtful. (By the way, this was my only red highlighted sentence.) Here's the sentence: "The Born To Blog approach can transform any employee into a talented blog contributor." That is quite a statement! Immediately it seemed like a claim bordering on the impossible. But then I read the book. Now I am a believer. As a wannabe blogger the book interested me right from the start. The practical and fine-tuned advice struck home and began to build a blogging fire deep within. Often as I read, questions popped up in my mind. Happily, as I kept reading, I found the answer to these questions later in the text. Due to my wannabe blogger status, there were a few chapters in the book which were not for me because they dealt with blogging from a business perspective. But this comment reveals the truth that this book is equally suited for the wannabes of the world like me and the corporate executive of a Fortune 500 company. I enjoyed reading the book and highly recommend it. This review would be longer but I need to get busy and start blogging. After all. I am starting to believe I was born to blog.

This book doesn't just give you the tools to start a business or personal blog, it also gives you the motivation, the mindset and tells you how easy it is to do it. I recommend Mark W. Schaefer books for this purpose. He helps you understand the concepts of a given marketing topic with the use of stories, which is very effective.

I am still working my way through this book and using it as a workbook. I love the simplicity that Mark uses to describe things that can be really confusing to someone new to social media. He includes case studies and stories of big companies and also stories for us little guys too. Already has made a difference in my business and I am only on Chapter 12! So to continue my review, I found the information really easy to follow and very viable for personal blog and/or company blog. In fact, I like that both are addressed so that as I grow (I hope!) my blog will grow with the advice given in the book.

Light weight approach to this subject. Stopped reading it in the middle.

Well written, and practical; I've learned a lot. Would recommend it to anyone interested in blogging on the internet.

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