

Blogging Quick & Easy: A Planned Approach to Blogging Success

by Tom Masters



The first blogs appeared only a few years ago; today there are over 100 million blogs and counting. Blogs are being used by political candidates to debate issues, by consumer advocates to evaluate products and services, by writers and artists to communicate with their audiences and by individuals to share their experiences.

In this lively and informative introduction to blogging, Tom Masters takes you step-by-step through the process of planning, building and managing your blog.

In ***Blogging Quick & Easy***, you will discover:

- How others are using blogs
- How blogs work and the different types of blogging tools
- Blog writing techniques that attract readers
- Tips to help you reach more readers
- How to track and measure your readership
- How you can earn income from your blog

Blogging is a powerful new way to communicate your ideas to a large audience. But it takes careful planning and management to realize the potential of this new medium. ***Blogging Quick & Easy*** helps you understand and apply proven techniques to make your blog stand out from the crowd. (Released August, 2007)

Specifications

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About Tom Masters



Tom Masters is a consultant with over 30 years experience in technology management, product development and web marketing. He is the president of Book Publishers Northwest and a frequent speaker and lecturer on blogging and social media. His special focus is book publishing based on new "on demand" printing technologies and innovative web marketing techniques. He lives in Seattle with his wife, Rebecca.