

[PDF] Blogwild!: A Guide For Small Business Blogging

Andy Wibbels - pdf download free book



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Description:

From Merriam-Webster's Collegiate Dictionary named *blog* the word of the year in 2004, undoubtedly because of the enormous impact on the presidential election that year. In case you've been asleep since then, *blog* is short for *weblog*, an online diary where the blogger shares her opinions with the world, discusses personal interests, rants on politics, or just logs in the events of the day. Creating a blog is extremely easy, and you don't need a web designer or any knowledge of

HTML code. Wibbels compares the features of several popular bogging sites and provides a tutorial on creating and maintaining your blog. Of course, if there's a new technology out there, someone will figure out how to make money with it, and Wibbels shows businesses and entrepreneurs how to use the photosphere to effectively market and promote their enterprises. Wibbels describes it as "effortless marketing," and it's a friendly way to reach your target audience, as opposed to spam. Wibbels shares his knowledge of blogging at his Easy Bake Weblogs seminar at <http://www.easybakeweblogs.com>. *David Siegfried*
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From the Back Cover "*Blogwild!* is about the future-your future. If you're a small business owner and want to stay competitive, start blogging now. Wibbels has served up a user-friendly (and fun) guide that even my grandmother could follow! It's going to be the definitive book on blogging."
-Michael Port, author of *Book Yourself Solid*

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