



"Lighting the Path"

Launch Your Business. Accelerate Your Business.

Blog Fog

If you're not sure what to do with or why you should blog, read on. Blogs are an extension of your brand and your goal is to use your blog to turn readers into customers. Before you invest time and energy into creation of your blog, you must define a niche through your readers. In other words, your blog won't be truly effective unless it meets the needs and wants of your readers.

A good way to get started is to find popular blogs in your industry and see which ones have the most user comments, which signals posts of most interest to your potential readers. Next, you need to examine the style of your blog. Should you include photos and graphics or use a more "text only" approach? Should you write in a more conversational tone or a business-like tone? Getting these parts correct will affect the type of and availability of advertisers ... ultimately your profitability. Oh, yes, did we mention that blogging not just increases the exposure of you and any "cash machine" businesses you have - you also can earn advertising revenue from your blog!

You can earn on your blog on the blog page itself, through supporting products and services, and within the blog posts. Your main blog page is your template and you can earn money in [Google AdSense](#) (pay per click) or display ads, as well as through [TribalFusion](#) and [ValueClick](#). Another way to earn is through e-mail subscriptions or adding an e-mail signup box on your page for a service, such as [Feedburner](#) (which is free) or [iContact](#) ([ask me how](#) to use them), to help you collect emails. If your content is strong, you also can consider a subscription blog.

Earning through offering supporting products and services is a bit more involved but worth exploration. You can leverage your blogging time by amassing all of your blogs eventually into an e-book. Several services, such as [blurb.com](#) or [lulu.com](#) can help with this. If one of your posts is well received and could use some more "air time," you might consider turning it into a white paper that you could sell or use in other ways on your website to extend your brand reach, boost SEO, force registration on your web page and generate new leads.

Your blog posts also can create new income for you through introducing "in text link advertising," which pops up when a user hovers over a linked word or term within the post. When the user clicks on the ad, the advertiser is charged and you earn a portion of the advertising fee. Careful with this one, though. Some of your readers may perceive it as detracting or spam-like. Check out [LinkWorth](#) and [Kontera](#) for more information.

Blogging is a great way to share your brain with the Web world in a meaningful, trackable way. Always check the viewing of your posts, so you can understand their relevancy and tweak your words to match the needs of your readers. Happy blogging!



Business owners need advisors who will help them visualize their future from a different perspective, then help take them there.

[Clear Directions, LLC](#), positively transforms business owners' revenues through smart, strategic marketing and profit planning, as well as accountable business coaching.

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Advice For Starting A Business In This Economy

As entrepreneurs, we all are juggling lots of proverbial balls. Many of my clients and colleagues ask me, is it really smart to start a business during so much uncertainty? I read a recent interview with John Paul DeJoria of Paul Mitchell hair care systems fame who matches my sentiments and supports them with a few key statistics. He started Paul Mitchell in 1980 with \$700 (it now brings in \$900 million a year), when inflation was 12.5 percent, interest rates were 20 percent and the unemployment rate was up 10 percent (sounding familiar?). “You can do it, no matter what you have,” said DeJoria. He closed the interview with some sage advice, “when your people start making a little money, do not change your style of living.” Coming from a man who’s been homeless twice during his career but now owns not just Paul Mitchell but also Patrón tequila, these words are worth their salt ... especially on the rim of a margarita glass, right?

New Recession Market Innovation Pack Just \$39.99

Clear Directions clients and friends have spoken and we have listened! We know you’re all cutting back on expenses to weather the stormy recession. And, you’ve likely read that marketing is exactly what you CAN’T afford to cut. So, we’ve created a special “Recession Market Innovation Pack” to help you quickly and easily create your own marketing plan of attack yourself using these electronic tools we’ve designed for the marketing novice to use:

- The Market Analyzer
- The Segment and Target Finder
- The Product Positioner
- The Media Mixer
- The Money Allocator
- The Market Action Plan
- The Success Dashboard with a Sales Tracker

As a bonus, we’ve added a one-hour, private business coaching session with Denise Stillman, an affiliate member of the Worldwide Association of Business Coaches.

This entire offer is worth more than \$400, however, we’re offering it through August for only \$39.99. Call 708.638.8891 or [email us](#) today to get your Recession Market Innovation Pack and start marketing your way out of this recession before your competition does.



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