

## Blogging For Profit

### How To Use A Blog To Make Your Readers BUY!

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Blogging has become a very hot topic in the last few years for many reasons. It allows you to get your message out to people without using email so you don't have to worry about SPAM issues and your message not reaching your readers.

Not only is a blog a great way to get your message in front of your readers, but it can also be good for search engine optimization. Now, I am not the know all expert on search engine optimization. I use SEO (search engine optimization) on all of my pages, however there are many more people out there who know far more than I do. The three people I recommend that you pay close attention to are Paul Short (<http://www.bloglogic.net>) Brad Callen (<http://www.seoelite.com>) and Andy Williams (<http://ez-search-engine-optimization.com>) These three guys know what they are talking about. They have taught me so much about SEO. What I've learned and USED has worked miracles!

Blogs are also very inexpensive tools that produce huge results when you use them to soft sell your customers.

A soft sell is when you are telling someone about something a just briefly throw in your affiliate link or product link into the conversation. You can do this every time you post to your blog.

**WARNING:** If your blog looks like a salesletter it will NOT work. Don't hard sell people on ANYTHING using your blog.

A blog is a great tool to use to get on a more personal level with your readers. Just write to them like you are writing your thoughts down to yourself. Just include affiliate links or links to your products in your thoughts. :)

I can't tell you how many emails I get from BUYING customers saying how they feel like they know me because they read my blog. They'll then go on to tell me that they bought this or that because of what they read on my blog.

Writing short posts about a new product you have and telling a story about it (how or why you created it) and directing people to the sales page for it will work miracle.

You can set up a blog without knowing a THING! You can get one for free from Blogger.com. If you're more advanced (a little on the techie side) I highly suggest using a blog program like at <http://www.WordPress.org>

I've always had great results from using a blog. The other day I bought a product called OptiNiche. It's a great step-by-step guide that walks you through optimizing your blog

for the best results. Teli Adlam created this product and is a true genius when it comes to anything related to blogs. Teli has helped me on so many things related to blogging and when I got her product I was blown away. If you really want to know how to optimize your blog for the best results I suggest you get over to Teli's site and get her OptiNiche guide! <http://tomeymarketing.com/optiniche.htm>

Blogging is not only profitable, but fun also. When I started blogging is when I really started pulling my online business together. You can check out my blog and keep up to date wit what's happening in the TomeyMarketing.com Network by visiting <http://www.LizTomey.com>

That's all for today! See you next week with another issue of "TomeyMarketing.com Info Product Start Up Newsletter"

Liz Tomey

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