



Professional Blogging For Dummies

Susan Getgood

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Take your hobby to the next level and turn your blog into real income

Anyone who blogs knows that it is a fun, creative way for sharing thoughts and opinions. Now imagine making money from that hobby! This practical, how-to guide shows you how you can get serious about using your blog and implement advertising, sponsorship, partnerships, and affiliate marketing options to turn your hobby into extra income, or even a full-time career.

Helpful examples and featured articles with topic experts and bloggers who have built successful business demonstrate how to promote your business or build a blog-based business.

- Discusses finding your niche, adhering to legal considerations, establishing your disclosure and privacy policies, and dealing responsibly with review requests
- Introduces ideas for advertising and other monetization options and recommends promotional avenues to explore
- Suggests creative ways to keep your blog fresh, unique, and interesting
- Provides tips for monitoring and measuring your success

Professional Blogging For Dummies opens the door to a world of money-making blogging possibilities!

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