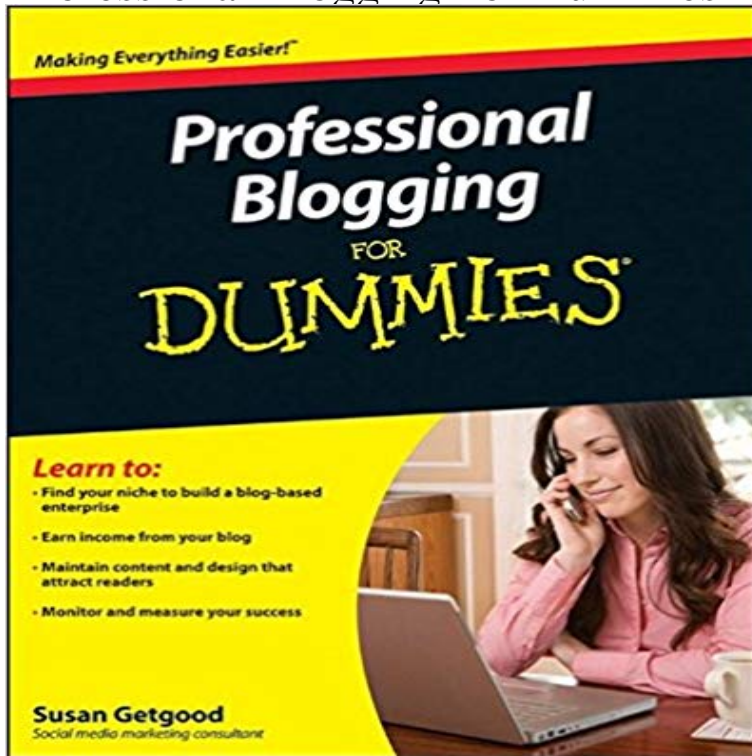


Professional Blogging For Dummies



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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