

[PDF] Mom Blogging For Dummies

Wendy Piersall, Heather B. Armstrong - pdf download free book

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Description:

From the Back Cover Ready to turn your blog into a business? Learn how, from a mom who did!

Ever dream of turning your blogging hobby into a business? Of course you have — that's why you picked up this book! Here's the scoop on setting up a blog, how to promote it and gain readers, what it takes to appeal to advertisers, and some really important stuff about legalities, developing a business model, and protecting your family's privacy.

- If you're just beginning — compare the pros and cons of WordPress and Blogger, establish your blog, and find your niche

2. What will grab them — learn the secrets of writing blog posts that people will want to read
3. Choose a business model — study the different models, find the one that fits your content and comfort zone, and put your plan in writing
4. Follow the rules — know and follow ethical standards, create editorial, disclosure, and privacy policies, and stay legal
5. Be brand-friendly — make it easy for brands to work with you and learn how to toot your own horn
6. Ad ventures — prepare your blog for advertising, learn to price and sell ads on your blog, and explore ad networks
7. Plan ahead — learn to think like an entrepreneur and lay the foundation for a range of opportunities

Open the book and find:

- Why not all mom bloggers are mommy bloggers
2. Simple things that can make your blog irresistible
 3. The many ways your blog can make money
 4. How to measure your success
 5. Tips on becoming an expert
 6. Blogging ethics and etiquette
 7. What a blog network is and whether you want to build one
 8. Ten costly mistakes to avoid
 9. How to use your blog to get a book deal

Learn to:

- Start your blog and create the right look and feel
2. Find your own unique voice and niche
 3. Determine the right business model for your blog
 4. Use your blog to sell your products and services

About the Author Wendy Piersall has been blogging professionally for more than five years. She has written for Entrepreneur.com, been featured on NBC's

Today show, and was named one of the most influential moms online by Nielson. Wendy runs the Woo! Jr. Kids Activities Network and frequently speaks at blogging conferences.

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