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# Born to Blog: Building Your Blog for Personal and Business Success One Post at a Time

Mark Schaefer, Stanford Smith

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Mark Schaefer, Stanford Smith : Born to Blog: Building Your Blog for Personal and Business Success One Post at a Time before purchasing it in order to gage whether or not it would be worth my time, and all praised Born to Blog: Building Your Blog for Personal and Business Success One Post at a Time:

4 of 4 people found the following review helpful. From the first page of Born to Blog, I knew that I had found something that would provide a lot of value. By Maddy Osman I run both a personal and B2B blog and am always looking for ways to improve my content and promotions. From the first page of Born to Blog, I knew that I had found something that would provide a lot of value. A lot of books about blogging focus on the beginner. This book adequately addresses their questions while also detailing topics that benefit a more advanced blogger. This book helped me to think about blogging in a different way, so that I could create content according to my strengths, and always keep the reader in mind. It covers everything from personal blogs to company blogs to hobby blogs with a special focus on each. I took one of the book's concepts, about defining your blogging style, and wrote my own post about it: <http://www.the-blogsmith.com/2015/12/how-to-choose-a-blogging-style-that-works-for-you/> Definitely recommend for any kind of blogger at any level of advancement!

2 of 2 people found the following review helpful. Born to Blog can inspire young students to feature their voice be creative! By K. Suresh Rao The Book "Born To BLOG" is an excellent book. I liked Mark's one sentence on page 2, to which my reaction was: WOW! That sentence being: "Instead of me finding my target audience, my target audience found me!". The book covers five types of Bloggers. Finding the right medium for expressing themselves is a challenge common to all Bloggers, say the 2 authors, with whom I agree fully when they say that Blogging is an elegant tool for expression two way dialogue with the readers. The authors emphasize willingness of the Blogger to share thoughts opinions as prerequisite and advise to make your case for what you like, value believe in. Authors classify four types of Content as "evergreen", "identity" "people" and "bread butter" content. They have explained nicely how to create each type of content how to attract readers. Born to Blog is worth reading. It is so nicely articulated that it holds the readers attention, like it happens when you read a novel. The Schools colleges should include it like a Text Book, because it will inspire the young students to start featuring their voice be creative.

0 of 0 people found the following review helpful. A fantastic read in preparation. By Ron. bartleson Do you ever have the feeling if you don't share what is inside you, you will somehow regret it? I always thought I needed to write something that shared a message that is uniquely mine. This is something only I can write as it is my story. Thanks to this book, I now have the tools to share my heart and mind with others. Thank you for writing this. I will be moving on to the Tao of Twitter next. Ciao

Launch a business and ignite a movement with a powerhouse blog! Born to Blog is filled with practical, street-smart techniques and ideas to help you create and manage a winning business blog. Learn how to attract a loyal following, promote your blog, and write powerful content that generates new business. "If your dream is to launch a business or publish a book, then read Born to Blog! You'll realize the blogger way is your fastest path to success." -- MICHAEL STELZNER, founder of Social Media Examiner and author of Launch "Born to Blog makes blogging accessible and fun for anyone. Read it, use it, and watch your business grow." -- JAY BAER, founder of Convince and Convert and coauthor of The Now Revolution "Read this book, then go blog like you were born to do so." -- JASON FALLS, founder of Social Media Explorer and coauthor of No Bullshit Social Media and The Rebel's Guide to Email Marketing "Blogging beginners and seasoned pros alike will find valuable advice they can put to use immediately." -- LEO WIDRICH, cofounder, Buffer

About the Author MARK W. SCHAEFER is the author of the bestsellers The Tao of Twitter and Return on Influence. He is an internationally known speaker, consultant, and college educator who blogs at {grow}. STANFORD SMITH is a digital marketing and social media strategist who created PushingSocial.com, a resource for business blogging.