
FRONT COVER:

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Foreword

Networking is an important part of growing any business endeavor and using the blogging tool is another way of reaching the target audience effective and quickly. Understanding how blogging contributes to this end is as important as knowing how to apply this tool.



Blogging Bounty

The Network Marketers Guide To Leads Through Blogs

Chapter 1:

Network Marketing Blogging Basics

Synopsis

Getting the attention of potential customers through the blogging tools is also effectively getting noticed by search engines like Google. Information about the business endeavor or service will be within the reach of masses at a moment's notice.



The Basics

This also facilitates the directing of traffic to the intended site because of the keywords used within the makeup of the blog. Building upon the material to be featured in the blog should be both informative and enticing enough to attract the attention needed to grow the network marketing business.

As blogs generally post comments and ideas regarding specific products or services this can be turned into an advantages advertising tool.

The more popular the blog the better the level of exposure available for the intended business featured. Also tagged to blogs are other beneficial freebies elements like buttons, images, blog chinks, imoods and a few others.

Another feature the blogging tool offers is the element of transparency. This feature is very highly rated when it come to building the trust factor for the business exposure. When the comments posted are of a positive nature the advertising angle derived from the blog is unmatched.

Creating a carefully edited signature is also essential to ensuring interested parties are able to stay in constant contact should the need arise. Providing information such as website URL and contact details should be clearly visible.

Commenting on other blogs also helps to create the interest in one's own blog as these comments will ideally encourage viewers to visit the other site for further information because the initial comment of the guest blog was sufficiently enticing.



Chapter 2:

Determine What People Are Searching For In Your Market

Synopsis

Knowing the types of potential visitors and what they are searching for through the blogs is instrumental in providing towards these needs. When addressing the issue of content and what is going to attract the prospector to the site the blogger must first take the trouble to research the current popular contributors and their topics.



What Do They Want

Having some idea of what the current online marketing tips and tricks is also another tool that can be used towards determining what interest the target audience.

The landing page used is also important and the design should be interesting and informative right from the beginning to ensure the interest of the viewer is successfully held.

Being able to connect with the market audience by considering the needs and requirements are all keys to creating a successful landing page which of course is the introductory phase of the journey.

Most individual's interest in a site is only in as far as how much their queries, interest and solutions that can be addressed. Therefore hard selling at the point would almost always produce negative results.

Adequately addressing concerns of potential prospectors will instead work towards positively creating a relationship that will eventually evolve into complete participation and commitment. Focusing on this will generate the desired results at a much quicker pace.

Staying as well informed as possible in the particular chosen niche will also help to create a platform where people will be more willing to focus on a particular site for the said information.

They would consider the information posted is both authoritative as well as bankable. If the information featured is exclusive in nature or the first of its kind to be posted, the positive response would be even greater as such information would be considered valuable to the interested viewer.



Chapter 3:

Make Sure Your Topics Is Relevant To Your Business

Synopsis

When designing content for any of the tools to be featured on the internet marketing platform keeping to topics relevant to the core business being projected is very important.

People visiting the site will not be amused to find unrelated material being featured. However there may be some isolated instances where this insertion could prove to be a positive variance but this practice is certainly not encouraged.



Be Relevant

Creating content that is relevant to be feature for viewing is the reason people visit the site in the first place, therefore this said material should always be of high quality and as interesting as possible. The topics posted should ideally take on the following characteristics:

- The topics should in some way tie in with the business in terms of its makeup, economic standing, environmental concerns, social impacts, influence to its audience and any other possible connective elements.
- Any new developments or data should also be one of the items regularly featured as this would allow those visiting the site to be kept abreast with the most updated information.
- Presenting information derived from current or ongoing research programs as well as any new introductory products or services is also recommended. This is very important as it ties in with the point made on the latest developments where the information presented is done with legitimate supporting documented evidence.
- Providing national and international public opinions and statistics on the use of the elements within the business being

featured will also help to elevate the current positioning of the business and its exposure.

- Using other media tools to enhance the material being presented will also create the excitement for viewers especially if the media tool being used is vibrant and current.

The important point to always remember is to keep the content related to the business at all times.



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