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Creating a blog is probably the single best way to tell the world who you are and what you are offering. While many internet marketers have a notion that blogging is important to their business, not everyone knows exactly how to get started. Bringing people to your blog and increasing your traffic and sales is something you can accomplish in a number of ways. You may be wondering which methods are best or what is most important to do first. One good thing about internet marketing in general is that you can do many things at the same time. Here are some hints to help you out.

Of course, there's a big difference between knowing all these things and putting them into practice. It's much easier to know the things a blog can do for you than it is to build one for yourself. What you might not realize it that starting a blog and running it aren't as difficult as they seem. Here are some ideas to get you going.

An RSS Feed should be available to any blog you run. What RSS stands for is "Really Simple Syndication." Many blogs now come with their feeds already enabled. You can choose to simply use the feed already associated with your blog or use one of the syndication tools to set up your own. Feedburner is the best RSS Feed available for bloggers at the moment because they are connected to a lot of high traffic sources plus they were recently bought by Goggle so they will experience even more growth in the near future.

To get you started, you should look for some free blogging software. You don't have to break into your budget just to get you started with blogging. There are a lot of different blogging platforms out there that you can use for free. One of the most recognized platforms is WordPress. It's very easy to install the WordPress open source blogging platform with your hosting plan's servers. You simply upload a couple of files and you're off and running in just minutes. You're even able to install the platform onto an existing hosting plan. It helps if you know ahead of time what you're going to post. Figuring out what to write about can be fairly simple. Start out by writing down every fact, detail or opinion you can that relates to your subject. If, for example, you had a blog about travel, you could make a list of different destinations, the best ways to get there, where to stay, what to do, etc; each of these lists would give you topics and sub-topics and you would soon have blog material that could last you for a long time. If your niche is about making money online, you could write a post about each of the methods that you have used to bring in money online. Blogging is something that you'll become more comfortable with the longer you practice it.

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It might be tempting to write a lengthy introduction to your blog. You will be tempted to explain to all of your visitors why you are starting a blog and how great it's going to be. Keep in mind, however, that you intend to post to your blog regularly, so any introductory post will soon be covered over by more recent posts. Another option is to create an introductory page, which are often titled "About Me," that accomplishes the same thing. So anyone who visits your blog can simply click on this page and find out about you.

By staying consistent with adding new content to your blog you will be surprised at how many people will sign up for your list because they want to hear more of what you have to say. And if you didn't know already; in order to become an online elite you must incorporate opt-in lists into your business. There are lots of ways to improve your blogging performance. Remember, blogging is about more than making money. Your blog is a tool for communicating with others in your field. Over time, your blog can be a way for others to perceive you as an expert in your niche. Perhaps most importantly, it can bring more people into your orbit, some of whom will probably buy something from you. It makes sense that, as someone with an online business, that you do want to attract more customers and money.

Another benefit of being a blogger is that you have the choice of many different advertising sources to customize your blog with and use to increase profits. Blogging is the ideal method for a simple system. And what's more is that if you love your topic then everyday will be a pleasure to you instead of another day of work!

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