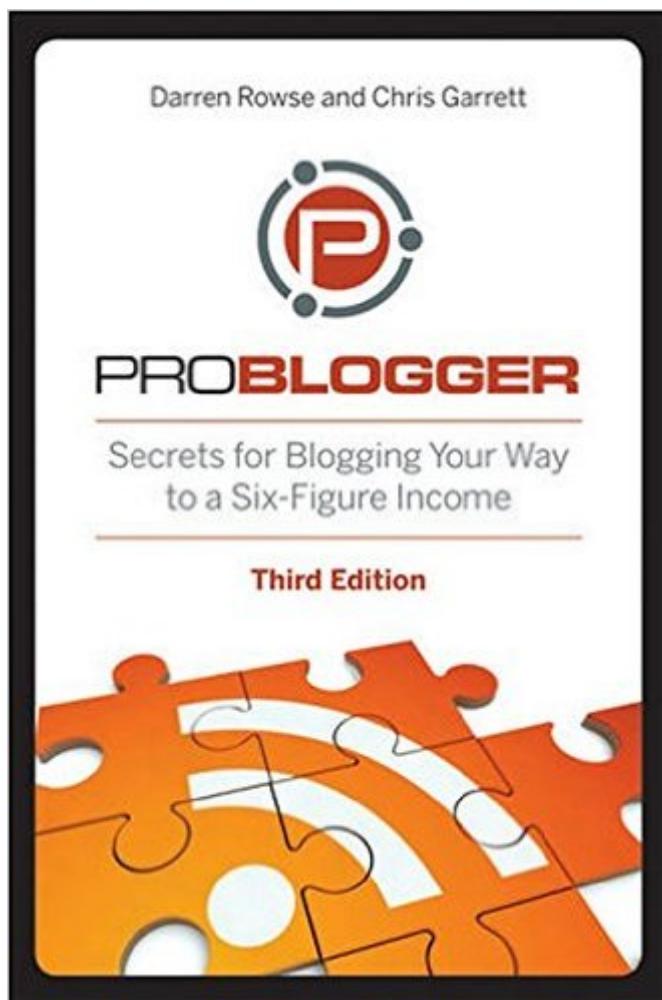


The book was found

# ProBlogger: Secrets For Blogging Your Way To A Six-Figure Income



## **Synopsis**

An update of one of the bestselling blogging books, written by two of the world's most successful bloggers There's a reason why the first two editions of this book have sold thousands of copies worldwide. Written by two of the world's most successful bloggers, it's one of the clearest books out there on how to earn an income from your blog. This new edition gets you up to date on the very latest changes that affect the blogging-for-business landscape. Featuring new material on Twitter, Facebook, and LinkedIn; plus new ways and tools to grow your audience and expand your business beyond your blog, this professional blogger's bible is better than ever. Helps novices choose a blog topic, analyze the market, set up a blog, promote it, and earn revenue Gives aspiring bloggers proven techniques and the tools they need to succeed in building a business from their blogs Reveals 20 key ingredients for a successful blog post Offers solid, step-by-step instruction on how bloggers actually make money, why niches matter, how to use essential blogging tools and take advantage of social media and content aggregators, how to optimize your advertising, and much more Includes techniques for attracting and growing an audience and how to mine new business opportunities beyond your blog Written by two fulltime professional bloggers, this exciting, updated edition of ProBlogger tells you exactly how to launch and maintain a blog that makes money.

## **Book Information**

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## **Customer Reviews**

Another book I started a while ago and just finished, ProBlogger: Secrets for Blogging Your Way to a Six-Income Figure isn't very long or very complicated; it makes for a good, quick read about

blogging. If you don't know ProBlogger, you should, at least if you're interested in blogging: it's the go-to blog about blogs. Yes, I love meta and the word "blog" will come frequently in this post. In any case, as I left the academic world and decided to try something new, I thought about starting blogs for money. I love to write, I seem to be pretty good at managing and producing content, and I'm sure there are things I could share with the world... for a profit. The book goes through the three steps of making money from blogs: Setting up a blog Making it popular Earning money from it. The most important lesson I got from the book is the importance of choosing a niche; it helps build a loyal community, get expertise and great, contextualized advertising. However, except for the generic "start by identifying your own interests, passions, and energy levels for topics", there's not a lot of direction about how to choose a profitable niche. There also isn't much about search engine optimization (which I fortunately covered in another book) or about keyword research. However, a lot of the things that Rowse and Garrett hold important (niching, ads, etc) aren't necessarily the be-all and end-all of popular blogging. The one section I found really useful was the monetizing section where the authors explain all about choosing the right ads, affiliate programs and other revenue streams.

There are so many books about blogging that you could fill an entire library with nothing else, but. The problem with most of these books is, that they are either incomplete and you would need to read a chapter or two from each in order to get the complete picture about blogs and blogging; or so poorly written (put together in a rush) that people never finish to read them because they lose interest. When I learned about this book a few years back I purchased it because I heard so many good things about both authors, Darren Rowse and Chris Garrett. Darren is a full-time blogger that makes six-figure income himself through his famous ProBlogger blog and the highly successful digital photography school (DPS). I believe there isn't anybody who is somebody on the Internet that did not hear about Darren. Chris is also a full-time blogger, an Internet marketing coach, and most of all the creator of a "five-star" course on authority blogging. People purchase things from people they trust. What other method is the best to gain someone's trust than demonstrating your extensive knowledge and expertise in the topic through blogging or published books. It is not enough, however, that a person declares that he/she is an expert; people that read the person's book and/or blog, attend a course, Webinar or workshop that he/she leads are the ones that need to add the adjective next to the name of the "expert", or affirm the person's true expertise. This is where Chris Garrett comes in. His "Authority Blogging" course is the best on the Internet, because he gives his own expertise without holding anything back. If you really want to succeed in earning a nice living

from blogging, you must enroll into Chris's program. You will be 99% there.

In my spare time, I am creating niche websites to supplement my income so I can go back to school for Physics. I designed my first site by hand, hired a professional designer for the logo, and was thinking about implementing a blog into the main content of the website to increase hits to my website from searches. I have a degree in Information Systems, can program websites, and have a lot of technical knowledge, but have never written a blog before. I approach things from a technical perspective, and when I want to learn how to do something well, I do my research and read everything I can from experts in the field. I heard about this book from Pat Flynn's site, and most people (judging from the reviews) have generally raved about the last two editions. I waited for the new edition so I could have the most up-to-date material. Perhaps there were some new methods to making money blogging I was not aware of, or perhaps the author had some newer original ways of making money from blogs? Nope, Neither. For \$16.49 I was expecting an in-depth guide explaining how to make money from your blog. Instead, this book feels like a compilation of inspirational, non-descriptive blog posts with extremely general information, and comes off like an "I did it, now you can too!" seminar that leaves you without anything specific or the money you had in your pocket before you walked in. The book breaks down like this:

1. Blogging for Money
2. Niche Blogging
3. Setting up your blog
4. Blog Writing
5. Blog Income and Earning Strategies
6. Buying and Selling Blogs
7. Blog Promotion and Marketing
8. Build a Sticky Blog Community
9. Social Media and Your Blog
10. Secrets of Successful Blogs
11. Creating Something Worthwhile
12. .

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