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

Mark Schaefer, Stanford Smith

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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

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