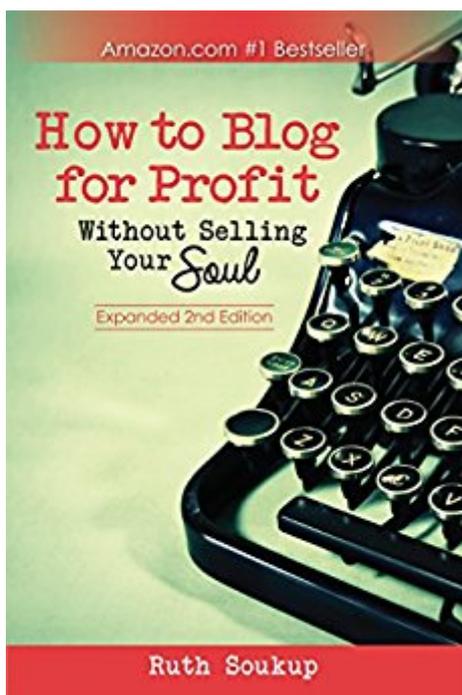


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# How To Blog For Profit: Without Selling Your Soul



## Synopsis

Do you want to earn a living doing what you love? Whether you have been blogging for years or just a few weeks, *How to Blog For Profit (Without Selling Your Soul)* offers solid advice and practical action plans for creating an authentic, successful, and profitable blog. With wit, wisdom, and the insight of someone who's been there, Ruth Soukup shares how she grew her own blog, *Living Well Spending Less*, to over one million monthly visitors, earns a full time income, and still is able to write about the things she truly cares about. In this expanded 2nd Edition of *How to Blog for Profit* you will:

- Stop comparing your blog to those around you and instead learn to leverage your own unique assets.
- Discover the secrets to creating amazing, compelling blog content that brings readers back again and again.
- Learn how to increase your blog traffic and build solid platform through field-tested strategies.
- Develop a solid social media strategy for capturing viral growth through Pinterest and Facebook.
- Dramatically boost your revenue through diversified income streams.
- Improve your productivity, learning to work smarter not harder, and take concrete steps to transform your blog into a business.

## Book Information

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## Customer Reviews

This is the first time I've ever felt compelled to write a review on for anything. Not because the book

was super awesome or super terrible, but mostly because I'm pretty sure many of the previous reviews were written by friends of the author or test readers. It's definitely not a 5-star book (in my opinion).

**THE GOOD** If you're a new blogger or a blogger with less than a year or two's worth of experience, this is probably a great book. The author does a great job of organizing the information into sections and she actually provides actionable steps that will improve your blog. Many are common sense - such as "write awesome content" and "determine your main theme..." The chapter on social media was extremely helpful. I've struggled with figuring out how to utilize Pinterest for my own blogs as my focus is not DIY or anything home related. In fact, this chapter alone made it worth the \$4.99 price tag for me. The blogger's planner is pretty cool. You can, however, get the planner free from the website without buying the book.

**THE BAD** There is nothing new in the monetization chapters of the book. Meaning, no awesome techniques or ideas that haven't already been talked about by 100 other authors in 100 other blogging ebooks. A large portion of the book is dedicated to things that a blogger with any experience at all already knows. Most bloggers don't need to read a book to realize that content is king or that we should rename images with a descriptive name before publishing them on our sites. This obviously isn't a book on SEO techniques, but I totally disagree with the author that SEO is an "old school" way of generating traffic.

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