

Blogging Secrets

Learn How Any Small Business Can Start, Build and Have Fun With Blogs That Turn Their Opinions, Rants And Raves Into New Subscribers, Loyal Targeted Traffic And A Flood Of New Customers And Income!

By James Maduk

Blogging Secrets

Blogging Secrets

Blogging Secrets - How to Build Your Business With Blogs!

Written By James Maduk

Visit <http://www.jamesmaduk.com> for more info.

Important First Steps

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Blogging Secrets

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This is a Multimedia e-book. Each page contains links to audio interviews, screen capture videos and whiteboard videos that you can download directly to your PC. **However... you need a license to view/listen** to the 10 hours of detailed blogging instructions contained in all of the training sessions.

[Click here now to get your license to unlock all of the videos.](#)

Blogging Secrets

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Blogging Secrets

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Please Read This First. It's Important...

This book is not for passive readers!

If you don't use this e-book, you will have wasted your investment. Reading without participating is entertainment. In each section, I'm going to ask you to "do something". Simply reading and listening to this material without participating in any of the "Action Step" exercises will not deliver the benefits promised to you in my sales letter.

Blogging Secrets isn't just about theory! I have a number of Blogs that are integral parts of my marketing strategy and by the time you read this there might be considerably more.

If you and I were in a classroom together, you would be presented with the information - the "how to" part and then I'd ask you to apply what you've just learned. Even though I'm not with you today, I'd like you to do the same thing but if you'd rather curl up with a nice, relaxing book...go buy the latest copy of your favorite fiction author's work! You won't learn much about earning a ton of money by ranting in you Blog and getting paid for what you already know and do, but at least you'll enjoy a relaxing time for a while.

This program is not meant to be technical; it's meant to provide a step-by-step, anyone can do it process...and show you how a small investment can build your business.

"Blogging Secrets" won't work until you begin doing the work. And I promise that if you start Blogging and follow only a couple of the action items, you'll realize every benefit listed in my sales letter and a whole lot more.

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Blogging Secrets

How to Get the Most Out Of This Multimedia Ebook:

*Read and listen/watch every page. Skipping over sections is the same as trying to bake a cake without using all of the ingredients.

WARNING: If you haven't started a Blog, wait until you go through the entire program once. Doing so guarantees that some of the work that you do will not be a waste of your time and perhaps money. There are hundreds of options available to you when you start Blogging and an early commitment to a single option will limit your choices when it comes time to profit.

1. Don't skip any of the steps.*
2. Listen to all of the multimedia sessions - that's where the meat is!
3. Do The Work!

REMEMBER: If I haven't answered a question that you need answered in this version of the "Blogging Secrets" ebook all you have to do is ask!

[Send your question to me](#), I'm always adding more content at the "Web Marketing For Small Business" portal and I'll add those links to the next release. Anyone who buys the "Blogging Secrets" multimedia ebook gets lifetime updates!



Blogging Secrets is really a "Multimedia Ebook". When you start the first page, you'll know what I mean. You need a copy of Windows Media Player to listen/watch each of the lessons. If you need help with your media player and want to see if you have it installed correctly [click here](#).

I've included hours of multimedia content in this ebook. You are able to download the media files directly to your PC. That way you don't have to be connected to the internet to watch the videos and you don't have to worry about the quality of your internet connection.

Each lesson may have three types of media: *Screen Capture Video*, *Whiteboard Video* or *Audio*.

Disclaimer

The ideas expressed in this multimedia ebook are the result of over 20 years as a speaker, trainer, author and 4 years of Blogging trial and error.

Blogging Secrets

I've made every attempt to include the most current and up-to-date technical information. I'm relaying the most current published information and my experience using standard and non proprietary technology.

While the text may remain static, I will be updating the multimedia portions of this ebook on a continuing basis and you will always have access to the new versions as they become available. If you want access to all the current Blogging information visit my ["Online Selling University" Site](#).

Blogging Secrets

Introduction To Blogging

Make Your Small Business Grow Faster And Sell More Stuff In Less Time!

Because there are so many different types of Blogs, it's hard to come up with a single definition. Weblogs change and evolve over time but at their core weblogs are similar to a personal journal - web pages or online entries with distinct chunks of information. They are usually organized by date from most recent to oldest.

There are exceptions to every definition and that's certainly the case for Weblogs. Some weblog authors devote a page to every day; others organize them by personal categories.

What usually remains consistent is the content of a Weblog. In most cases they contain short bursts of text sprinkled with newsworthy links and tidbits of information. Weblogs are like a personal "readers digest" version of what the weblog owner thinks is important!

Why is A Blog So Important to Your Business?

- ❖ **Fact:** There are so many Blogs or Web Logs available today that they have their very own search engine. The engine watches 654,108 different weblogs with more than 25,074,570 active links and an additional 55,943,837 links being tracked.
- ❖ **Fact:** Today's Blogosphere (Blogs Worldwide) contains millions of Bloggers, making millions of Weblog entries each day.
- ❖ **Fact:** Blogs represent the only source of "Opt-In - Full Permission" subscription source for the online marketer.
- ❖ **Fact:** An overabundance of "me too" home pages, emails, and spam has killed the promise of "one to one" communication. It's getting harder and harder to connect with your existing and potential clients online.

Blogs Are Exciting...But There Is A Big Problem!

No One is Making Any Money With Their Blog! If you searched any one of the millions of available Blogs, you would find boat loads of fresh information about any topic. Unfortunately the Blog owner is wasting their time by giving away all that fresh independent thought and volumes of new information in their Blog!

How Much Is Your Time, Energy and Fresh Information Worth?

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Let's get right to the point...

I will provide you with a tried, tested and proven process that anyone with a Blog can use to earn real money from real customers. Properly implemented a profit pulling Blog can generate a stampede of laser focused, interested and targeted traffic - quickly, without spending a penny!

Applying My Blogging Secrets Will:

1. Guarantee That What You Publish Gets Read
2. Eliminate SPAM Complaints and Headaches
3. Build Your Email List and Subscriber Base
4. Craft and Develop Your Expert Status in Your Chosen Field - Faster...

While there is a great deal of buzz surrounding Weblogs in niche markets, very few entrepreneurs, independent professionals and small business owners are utilizing Weblogs (let alone know what they are or how to start one). And the ones that do seem to be bent on publishing their weblogs as a "NOT FOR PROFIT" endeavor.

What's more discouraging is that 99% of these marketers who are trying to profit from their Blogs will fail.

My unique "Blogging Secrets" toolkit is an easy to follow, step-by-step process that turns your personal opinions, into new subscribers, and a steady stream of loyal targeted traffic. Best of all you will learn how to earn money doing what you are already doing - risk free.

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Everyday your prospects get the information they need to make decisions by searching on the web. But with the overflow of spam and unsolicited email many of those messages are blocked. **They Never Get Read!** Yet, it's vitally important to your pocket book that they see and then click on the links to your sales pages and product offers. You have to make sure that **your potential customers know you, trust you and act on your recommendations.**

It's frustrating!

With so many emails and so much spam it's impossible to stand out in the crowd and get your message heard. Yet you know that your online business depends on the right kind of customers visiting your sales pages.

This is where your very own Blog can help. If you aren't sure what a Blog is yet or how it can help you, hang tight. I'll get to that shortly. For now realize that while 99.99% of Bloggers are giving away all of their information, there are some savvy Blogging veterans who spend each day smothered in customers. What do they all have in common? **They've found a direct - personal one-to-one connection to their target audience.**

These successful online businesses use **Profit Pulling Blogs** that generate powerful word of mouth advertising and an avalanche of customers that never seems to stop! Their biggest problem is trying to fill all the orders. **This isn't fiction. It's not a pipe dream. It's reality.**

Avoid The Same Mistakes Mainstream Bloggers Make. I'll show you how to avoid these common mistakes so all your publishing efforts pay off big time.

Learn 8 Ways Your Blog Can Create a Huge Surge In Web Site Traffic. Only now are some marketers becoming aware of how high a value traditional marketing strategies are putting on Blogs. **In fact you'll learn about an upcoming search engine secret that will blow the roof off of your traffic.**

Learn The Secret "Blog Profit TM" Formula to Power Your Newsletter and Information Publishing Strategy. Get this part right and your site will act like a powerful magnet to iron filings!

Use A Quick and Powerful Blogging Secret to Duplicate Yourself. Now everything you publish can be updated in desktops world wide, without you lifting a finger. Dramatically expand the reach and effectiveness of everything you create.

Discover a Little Known Blogging Secret that adds concurrent multiple streams of income to your Blog - even if your Blog currently has little or no

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content.

Pile Up Thousands Of Dollars In Affiliate Commissions. I'm not referring to spam or some secret MLM program. And it doesn't matter if you have a product/service of your own. You'll learn how to Blog your way to thousands of dollars even if you don't have your own product to promote.

Never Waste Your Time Or Money Again. There's no need to spend your hard earned money and valuable time with gimmicks. I'll show you how to start and publish your very own Blog without spending a penny.

How To Leverage Other Publishers Content...and Blogs. This creative secret involves little effort on your part, but rewards you with big results.

A Blog Subscription Secret That Is Revolutionizing Permission Marketing and the whole idea behind "opt-in". I'm so pumped about this one that I even have a new piece of software being created to cash in on it.

What Style and Type Of Blog Are Best Suited For Your Market? Learn from my costly mistakes. I've been online since 1995, and testing out Blogging strategy since early 2001. I've tested, tweaked and verified the "**Blog Profit™**" formula. **I put all of that experience in this toolkit.**

The Two Most Important Things You Must Include In Your Blog. Forgetting either of these may mean the difference between hard work and outrageous profits.

An Easy To Implement Secret That Guarantees That No One Leaves With Your Best Information.

Real Ways to Generate Direct Sales - Right In Your Blog. Learn 6 ways to influence and persuade your readers without trying.

Learn the Real Deal on Blog Layouts and Formats. This section will save you a heap of time and show you what really works today.

The single most important thing that you need to do to guarantee the responses you want from your readers and **why Your Blog Is The Best Direct Link To Your Customers.**

You'll Need A Blog - If You Don't Have One I'll Show You Where To Get One For Free!

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These are simple techniques. But you have to have something to say! All I'm going to do is tell you where to put that information and how to structure that information on your Blog.

You need to have a little patience. Once you've done your part, you might have to wait a bit before you see the results. It takes a little time for your new and existing clients to find out about your Blog. It would be nice to get instant results, but Blogging takes a little longer.

I will teach you what I know, but you have to be willing to do the work. This isn't like a traditional link filled ebook that you scan and delete. This multimedia ebook is filled with real online training sessions and screen captures that you follow along with. There's no getting around it, you have to put in a little effort.

I've never been a fan of hard work - and that's why I like this system. And once you understand how easy it is to profit from your very own Blog, you'll start getting paid for what you already know and do.

In the end, a ton of extra traffic and more sales is easy to enjoy and outweighs any effort on your part!

Blogging Secrets

Blogging Secrets Videos!

Blogging Secrets Can Help Your Small Business Sell More In Less Time

 ROLL VIDEO [Whiteboard Video](#)

 ROLL VIDEO [Screen Capture Video](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 37 Minutes

Description: More than a basic intro, this section sets the stage for “Blogging Secrets”. I’ve included some of my thoughts on where the market has been, where it is today and where it’s going to be in the short term.

You’ll get an overview of all of the sessions and some basic Virtual Seminar housekeeping information. If you’ve never used Windows Media player before or want a quick refresher take the time to watch how to view a full screen - screen capture at the back of the book.

[Resource Links:](#)

Blogging Secrets

What is a Blog?

 ROLL VIDEO [Whiteboard Video](#)

 ROLL VIDEO [Screen Capture Video](#)

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Running Time: 7 Minute Whiteboard - 8 Minute Screen Capture

Description: This session tries to give a little definition or history of the Blogging phenomenon. It's probably more important to recognize what a Blog "Isn't", rather than what it is.

[Resource Links](#)

Blogging Secrets

TeleClass Recordings: Understanding How Blogs Fit Into Your Marketing Activities

If you're a coach, consultant, speaker or other independent professional you'll love these jam-packed teleclass recordings

TeleClass 1

Play Now: [Audio](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 160 Minute Audio File

Description: Do you really want to know what all the fuss is about? There's so much hype around what Blogging is - **and isn't** - that I decided to hold a thorough and detailed TeleClass for my subscribers. I posted an entry in my Blog telling my subscribers that I was going to do the class.

Although it was billed as a 60 minute class I ended up going almost 3 hours! It includes some additional information, specifically about PodCasting and RSS that you'll find helpful.

The TeleClass went so well that I actually had another the following week. Here's the link to that Class. Listen to this one even if you've finished with the first class. Why? Because I don't speak from written notes, each class is unique and based on my experiences. I'm sure you'll find hidden gems in each of these recordings.

TeleClass 2

Play Now: [Audio](#)

Running Time: 90 Minutes

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Blogging Secrets

Bonus Blogging Interview from [JV Alert](#)

 [PLAY AUDIO: Audio Session](#)

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Running Time: 95 Minutes

[Resource Links](#)

Blogging Secrets

Why Is Blogging Important to Marketers?

 ROLL VIDEO : [Whiteboard Video](#)

 ROLL VIDEO : [Screen Capture Video](#)

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Running Time: 17 Minute Whiteboard Video, 10 Minute Screen Capture

Description: Blogs have a unique psychology - one that makes them very useful for marketers. In this section I take a look at Blogging Psychology and how it applies to online selling. When you look at your Blog with this new perspective you'll start to see some new sales avenue open up.

[Resource Links:](#)

- ❑ Search Engine Results and Blogs. Just before I published this multimedia ebook I was doing a search on one of my keyword phrases on Google. "Multimedia Ebooks" is a phrase that I use for my multimedia ebook "[Voices Into Profits](#)".

- ❑ Watch this additional 6 minute [Screen Capture](#) and you'll see how important a Blog can be. If you search for multimedia ebooks you'll find that I have 10 pages ranked in the top 50 pages - and two of the top ten pages are pages from one of my Blogs!

Blogging Secrets

4 Great Ways You Can Earn Money With Your Blog!

 ROLL VIDEO : [Screen Capture Video](#) #1 Blog Business Models

 ROLL VIDEO : [Screen Capture Video](#) #2 Examples

 ROLL VIDEO : [Screen Capture Video](#) #3 Secret Subscribers

 ROLL VIDEO : [Screen Capture Video](#) #4 How To Start A Blog Network

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 12 Minute Whiteboard and Audio plus two 8 minute Screen Captures

Description: How are you going to earn money with your Blog? Find out in this session.

I go over 4 distinct models that you can use as a starting point. Are they the only ways to earn money with your Blog? Of course not! However they lay the foundation for what I think is the biggest opportunity any marketer has ever seen.

Find out what that is in this session.

[Resource Links:](#)

Blogging Secrets

Blogging and the Three Stages of Trust

 [ROLL VIDEO : Screen Capture Video](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 12 Minute Whiteboard and Audio

Description: Blogging and Trust Go Hand In Hand:

- Where does real trust come from?
- What kind of trust do you need to succeed online?
- How is trust developed?
- What kinds of trust are there?

Unlike the physical business owner, Blogger's are faced with an uphill battle. Trust is harder to earn and more difficult to build when you are physically removed from the actual relationship.

Watch this important video as I go through the 3 unique stages of the trust relationship. Find out where you are within your given market and more importantly what activities you can take today to build the right kind of trust with your prospective customers. I go over 4 distinct models that you can use as a starting point. Find out what why Blogging trust is so important in this session.

[Resource Links:](#)

Blogging Secrets

How To Start A Blog In Under 10 Minutes

 [ROLL VIDEO : Screen Capture Video](#)

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Running Time: 24 Minutes

Description: Watch Live as we actually go through the process of starting a Blog. You can visit it [here](#). The Blog we start is a free hosted service from www.blogger.com. I go over some of the features of this service and log in to the administrators section to show how you actually add content to you Blog.

While this Blog is “hosted” by a third party, I also have a number of my own Blogs. An example can be found at www.bloggingforsmallbusiness.com .

[Resource Links:](#)

Blogging Secrets

Blog Posts: Follow These Steps For Great Blog Posts!

 ROLL VIDEO : [Whiteboard Video](#)

Different Posting Strategies You Can Use To Persuade Your Readers

 ROLL VIDEO : [Screen Capture Video](#)

 ROLL VIDEO : [Screen Capture Video](#) Is there a proper way to post???

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Running Time: 60 Minutes

Description: While a lot depends on the type of Blog you want to run, there are some key tactics when it comes to Blog Marketing. This whiteboard session goes over the key “Blogging for Dollars” tactics and shows how each applies to the type of Blog that you have decided to run.

Remember, all of this is based on some assumptions. Do you have a niche or focus for you Blog? What Are you customer like? What part of the sales process are you using the Blog for? What do you want to have happen when they visit? Are they existing clients or first time visitors?

Some event ideas include: Books you’ve written or reviewed, appearances at events, accomplishments, Ezines you are starting or new issues, free classes, free demonstrations, free samples, fund raisers, contests, polls, charity events, participation in 3rd party events, mini courses, special reports, joint venture deals, offline events, radio appearances, TV appearances, rallies, promotions, speaking engagements, special events, workshops, seminars, trainings, trends, tours, exhibits, tie-ins with you or your company.

The screen capture gives some details examples on different posting strategies. Make sure to use the posting strategy that best suites THE PURPOSE of your Blog.

[Resource Links:](#)

Blogging Secrets

How to Make It Big Marketing With Your Blog

 ROLL VIDEO : [Whiteboard Video](#)

 ROLL VIDEO : [Screen Capture Video](#)

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Running Time: 21 Minute Whiteboard and 12 Minute Screen Capture

Description: Ok, you've got the picture. You understand where you can make things happen - or do you? In this session we'll look at some unique technologies built into most of the "installed" Blogging software and see how it is going to dramatically change the way we market online. At this point you may end up making choices about your business model, not about whether you want to add a Blog to the mix. It's a decision between going for the quick buck or using a unique marketing tool that will build your business over time. My suggestion, think long term - build your business!

Pay close attention to this session. Time and a small investment now can save you from big expenses early on and provide you with a recurring payday later on down the road.

[Resource Links:](#)

- ❑ See the [resources section](#) specifically the section on Newsreaders and Syndication

Blogging Secrets

A Step by Step Blog Marketing Game Plan

 [ROLL VIDEO : Screen Capture Video](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 9 Minutes

Description: Do you think you're ready to Blog? OK start!

I've shown you how to start a Blog. We've gone over some of the longer term issues and ideas, now is the time to think about how you can use a Blog as your primary marketing tool. In fact, after this session you'll see how easy it is to build your online business around a "Blogging Strategy".

In this session, I lay out a complete step-by-step process for you to follow. Take the time to watch it a couple of times and you'll have a universal roadmap that gives you specific directions for your business.

[Resource Links:](#)

Blogging Secrets

How To Be A Blogging Celebrity

BlogChurn? BlogRolls? BlogFodder? Blogbrity?

 [ROLL VIDEO : Screen Capture Video](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 15 Minutes

Description: Want to be a celebrity Blogger? On the "A List" hobnobbing with the stars?

Here's a great Blogging Secret! Just like Hollywood the Blogging community is a closed community. Watch this video and you'll know exactly why you need to play the game to be a Blogging Star.

In this video you'll see how small group of Bloggers can control a large population of Blog readers. Like a professional media organization these thought leaders only link and refer their readers to "what and whom" they want.

The result is a closed system of business owners controlling a message for a specific market.

[Resource Links:](#)

Blogging Secrets

RSS Magic and Advanced Blogging Strategy

 [ROLL VIDEO : Screen Capture Video](#)

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Running Time: 30 Minutes

Description: Ok, you've got the picture. You understand where you can make things happen - or do you? In this session we'll look at some unique technologies built into most of the "installed" Blogging software and see how it is going to dramatically change the way we market online. At this point you may end up making choices about your business model, not about whether you want to add a Blog to the mix. It's a decision between going for the quick buck or using a unique marketing tool that will build your business over time. My suggestion, think long term - build your business!

Pay close attention to this session. Time and a small investment now can save you from big expenses early on and provide you with a recurring payday later on down the road.

[Resource Links:](#)

- ▣ See the [resources section](#) specifically the section on Newsreaders and Syndication

Blogging Secrets

Ping Your Way to More Web Traffic

 [ROLL VIDEO : Screen Capture Video](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 5 Minutes

Description: What the heck is a "Ping" and why should I care! I can just hear it.... Well I've found a free (and time saving) service that you can use right away to get your Blog entries in front of more readers.

Like the traditional web page search engines there are directories for blogs are manually updated by bloggers who want their latest posts entered into the public listings. With about 15 major directories this can be a time consuming affair.

Enter <http://www.pingomatic.com>

This "metapinging" service lets any blogger get their latest rant posted to a listing of blog rolls/directories.

Watch the video. See how it works. Post content into your Blog. Get Pinging!

[Resource Links:](#)

Blogging Secrets

Use This Simple Technique For Tons Of Traffic

 [ROLL VIDEO : Screen Capture Video](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 17 Minutes

Description: I started writing about Blogging as a Marketing Tool in 2001 ([download the book on this page](#)). After 4 years of "on and off again" blogging, what do you think I look for when I'm going to select software to build my Blog with?

Hint: You'll never guess what it is and way it's so important.

If you're a marketer who is considering Blogging as a marketing tool there's a lot to learn. Fortunately blogging isn't that difficult and there is no cost to the technology required to get started.

BookMarklets may be the most important feature you look for when you are selecting the software you are going to use to publish your Blog.

[Resource Links:](#)

Blogging Secrets

Use Your Blog To Get Listed On Yahoo For Free

 [ROLL VIDEO : Screen Capture Video](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 11 Minutes

Description: Want' to get into the Yahoo directory without paying? Watch this video and learn how your free blog, your free RSS feed and your free "My Yahoo" page provides an easy way to get listed on Yahoo without paying!

I've also included a bonus video at the back that shows you how to add the RSS Feeds page to your "My Yahoo" account.

[Resource Links:](#)

Blogging Secrets

Use Blogs to Find Joint Venture Partners

 [ROLL VIDEO : Screen Capture Video](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 11 Minutes

Description: I created an entire course on "[Joint Ventures](#)", with over 4 hours of great information about generating sales using other people's traffic. That course takes a solid look at how to find joint venture partners. If you use Joint Ventures today, this video shows you a simple way to find targeted Joint Venture partners, and a simple way for you to attract like minded Joint Venture partners.

[Resource Links:](#)

Blogging Secrets

RSS vs. Direct 2 Desktop Marketing

 [ROLL VIDEO : Whiteboard and Audio Session](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 15 Minutes

Description: Three years ago I [started Blogging](#). Now it seems that every marketer that's serious about building a business online is stating their own blog and the power of [RSS feeds](#) to improve their traffic and sales. With all the noise and excitement surrounding Blogging and RSS feeds, it seems that using this syndication method may be the only way to get in front of your valuable prospects and customers.

Want more traffic? An easy way to distribute your news? Then you need an RSS news feed. To start all you need is content you want broadcast, and one RSS text file.

What is RSS?

Really Simple Syndication or Real Simple Syndication (RSS) is designed to share headlines and other Web content. Think of it as a snapshot of the "What's New Section" of your site. RSS solved a big problem for online marketers who were facing the prospect of declining open rates from their existing email marketing. Each RSS feed can contain a number of "news items" and is read and managed by software installed on your PC called a news reader. [Pluck](#) or [awasu](#) are two examples of windows versions.

Once started blogging, visitors can use their news reader to subscribe to your feed. You can also register your feed with several aggregators such as Yahoo. Once a potential customer or other marketer subscribes to your feed or displays your feed on their web site new traffic will come your way. As you update your site, your RSS file, and all the external sites that subscribe to your feed will be automatically updated. Sounds, easy right?

I'm starting to see a big problem and that's why I've started to use a Direct 2 Desktop Marketing approach. If you are like many other web surfers, you'll soon find that you have subscribed to multiple RSS feeds, each with up to 15 new stories screaming for your attention. As a marketer, RSS feeds will soon

Blogging Secrets

become crowded and you'll be forced to find another way to attract the attention of those important prospects, customers and subscribers. That's where your own DIRECT connection to the desktop comes in. Direct 2 Desktop Marketing gives you a private channel to communicate with each individual customer. Watch the video and see how this amazing technology is changing the face of RSS feeds.

Of course RSS feeds aren't going to go away and there is still a huge opportunity to leverage this newer technology, however investigate Direct 2 Desktop as another opportunity to bond with your most important asset. **Your Customers.**

[Resource Links:](#)

Blogging Secrets

Blog Spam Is Coming - Are You Going To Be Accused

 ROLL VIDEO : [Whiteboard Video](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 8 Minutes

Description: I've been blogging on and off for almost 4 years now and a year since I wrote the book [Blogging Secrets](#). Until now I haven't had reason to be concerned, until this month when I noticed something.

The same text entry in two different blogs.

Why is that a concern you may ask??? Because with all the hype around blogging and big claims being made about how it's going to change the way we sell our goods and services online it looks like some poorly informed marketers are making the cardinal sin.

Blogging the right way can increase your traffic. Blogging the right way can get you listed in Yahoo and Google faster and....

If you don't know how to blog, or worse yet don't understand the purpose of blogging to sell, blogging can be a big waste of time.

The identical text that I saw in two different marketers blogs were affiliate ads that were simply pasted into the blog. Word for word the text was identical. These affiliates had taken the copy provided to them by the product owner and added them as blog entries - as if they had written the text themselves.

Blogging is not email marketing for affiliates. This is Blog Spam! I expect we'll see a ton Blog Spam coming our way from lazy marketers who just don't get it! The nice part is that a single click of the mouse removes all this Blog Spam from our news readers. Bloggers who create crappy content pay the ultimate price no traffic and no readers subscribed to their news feeds.

[Resource Links:](#)

Blogging Secrets

How To Install and Use an RSS Reader

 [ROLL VIDEO : Screen Capture and Audio Session](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 10 Minutes

Description: Still confused about RSS readers and how your customer actually reads your RSS feed? This video turns the tables. Watch as I show you how to install a windows PC "RSS News Reader" called [FeedDemon](#). From start to finish you'll see how to install and set up your very own RSS reader.

This session is important for every blogger. The reason is simple - you can see what your customers see when they subscribe to your feed. Everything you know about writing headlines and compelling copy comes into play when it comes to creating Blog content. What shows up in your readers RSS software is where you do your selling.

Watch this video now and learn how to make the best of your RSS feed.

[Resource Links:](#)

Blogging Secrets

How To Subscribe To An RSS Feed With Your Reader Software

 [ROLL VIDEO : Screen Capture and Audio Session](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 10 Minutes

Description: Have you seen those orange chicklet graphics on websites? Some say "RSS" others "XML", these small graphics tell you that there is an RSS feed available on the site your are browsing. If you are still confused by all this blogging stuff, my [Blogging Secrets](#) course will give you some great information.

This session shows you exactly how to subscribe to a RSS feed. You'll learn the two type of subscription methods and more importantly how you can make it easy for your subscribers to find your feed. Watch this video now and learn how to make the best of your RSS feed.

[Resource Links:](#)

Blogging Secrets

MSN Spaces Blogging Service Launched

 [ROLL VIDEO : Screen Capture Video](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 15 Minutes

Description: If you are just getting started blogging you might want to take a look at the new offering from MSN. Although this service is a beta (you'll see as I discover a bug during the video) msn has tied a number of technologies together that will make it a very exciting solution.

IM or instant messaging and multimedia are two big parts of this system. In fact MSN has tied your entire IM buddy list to your MSN spaced Blog

MSN spaces will be a great place to get started on a personal blog and learn how to tie technology into your own marketing blog, but it isn't suited for marketing.

[Resource Links:](#)

Blogging Secrets

Blogging Goes Multimedia

Tivio For PodCasters

 [ROLL VIDEO : Screen Capture Video](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 7 Minutes

Description: You may be taking a look at your next TV Guide! If you are familiar with the term “time shifting” you’ll know what this next section is about. Traditional broadcasting forces you to be available to consume content when the broadcast decides to broadcast. PodCasting is a distribution method that allows you to distribute your content directly to a consumer. Once they have the file they can choose when and how often they wish to view/listen to the content. It’s just like the “TIVIO” device that allows viewers to save copies of their favorite shows on TV so that they can be viewed at a later time.

This video shows you a new service that provides this exact functionality for PodCaster’s.

[Resource Links:](#)

Blogging Secrets

The Easy No Cost Way to Market Your Business with PodCasts

 ROLL VIDEO : [Screen Capture Video](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 37 Minutes

Description: While "Blogging" starts to become a mainstream marketing activity, there is a new kid on the [multimedia](#) block. PodCasting or the distribution of audio files to subscribers portable media players with the use of [RSS feeds](#).

As you can imagine with so much multimedia content and the fact that I started Blogging almost 4 years ago, I've done my share of PodCasts... but I've never captured the process of creating an entire PodCast until now.

I'm hoping that you've got something to say, and you're comfortable in front of a microphone; if you aren't you need to look at my other courses to learn that skill. What I cover in this video is the technical "How To" when it comes to creating an audio PodCast and then posting it to your blog.

[Resource Links:](#)

Blogging Secrets

WordPress Revealed: Everything You Need To Know About Installing, Configuring, Tweaking and Using This Free Blogging Software

 [ROLL VIDEO : Screen Capture Video](#)

Buy Now! - [Click Here To Purchase a License That Opens Every Video in This Book](#)

Running Time: 120 Minutes

Description: It's free and easy to use! What more could you ask for in a piece of software that can make a dramatic impact on your business?

These videos cover everything you want to know about WordPress, from installation to customization and finally how to get the most out of your WordPress software.

I can't make the posts for you.... But I can show you how easy it is with this great software to get started

Everything you need to get started with WordPress is included, installation of the software, adding themes, graphics and links. I'll even show you how to customize your sites with all the popular plug-ins that earn you extra cash.

[Resource Links:](#)

Blogging Secrets

How My Whiteboard and Audio Virtual Seminars Works

I teach each lesson in a Virtual Classroom format, which means you literally join me in front of a whiteboard at a live seminar. Watch, as I visually diagram out strategies. Listen, as I provide a complete explanation and key points in full detail. It's exactly the same as being in the room with me.

The first time you try to view a whiteboard or screen capture video your Windows Media Player will automatically try to download a license for the video you are trying to watch. This will happen one time only - the first time you try the link. Simply enter your username and password when prompted to download your license and then Click on "Play" button. You will now see the whiteboard and hear me speaking.

A whiteboard session looks similar to this:

Blogging Secrets

RealOne Player (Paused) 10 Web Site Marketing Secrets (Live) - James Maduk 56Kbps 10:36 / 1:25:04

James Maduk
Online Selling Expert

Author of the "52 Secrets My Mom Never Told Me" Series of Business Books and Over 200 Multimedia Ebooks and Toolkits!

① Web Sites

Web Site Collector Site

SALES SITES

JAMES MADUK
613-825-0681

Face2Face Selling
Online Selling
Buy Online Training
Internet Radio

Internet Marketing & Selling Skills For Small Business with James Maduk

mimio™

Home

If you have any problems getting these links to work - visit the support desk at <http://www.jamesmaduk.com/rd/support.php> immediately and I'll walk you through any setup issues you might have. The videos only work with a PC - Apple does not support the video screen capture format being used.

As an update to the original Blogging Secrets, I've added "Screen Captures". When you try to view a screen capture by clicking on the "Screen Capture" link in any of the sections, Windows Media Player will show you exactly how to complete the task - on your screen. I use a program called "Camtasia" to capture my computer screen and voice as I complete a task. Watch the screen capture and then try the same thing on your machine. This is by far the fastest way to learn how to turn your Blog for Dollars!

I set my computer screen to a standard screen size of "800 X 600". To view the screen captures properly with Windows Media Player make sure that you have the Windows Media Player software on your PC set to "Full Screen" and the image size to "100%". You can do this with the by holding the "alt" key down

Blogging Secrets

and then hitting the enter key. If the screen looks fuzzy or too small move your mouse over the screen capture image in the Windows Media Player software and “right mouse” click to select the 100% view.

If a Screen Capture or Whiteboard Isn't applicable to the topic you'll get a message letting you know that there isn't a session available.

Blogging Secrets

Resource Links:

Blogging Software

- ❑ WordPress: <http://wordpress.org>
- ❑ PMachine/Expression Engine: <http://www.pmachine.com>
- ❑ Text Pattern: <http://www.textpattern.com>
- ❑ Nucleus: <http://www.nucleuscms.org/>
- ❑ Moveable Type: <http://www.movabletype.org/>
- ❑ Radio Userland: <http://www.userland.com>
- ❑ GreyMatter: <http://noahgrey.com/greyssoft/>

Hosted Blogs

- ❑ Blogger and Blogger Pro: www.blogger.com
- ❑ Live Journal: www.livejournal.com

Blog Search Engines and Links

- ❑ Technorati: www.technorati.com
- ❑ Weblogs: www.weblogs.com
- ❑ Google Toolbar: <http://toolbar.google.com>

Ideas and Resources

- ❑ Blog Naming: <http://www.blogname.com>
- ❑ Self Syndication: <http://www.syndic8.com/>
- ❑ Custom RSS Feeds: <http://www.greatfreecontent.com/>

News Readers and Trends

- ❑ Active Refresh: <http://www.activerefresh.com>
- ❑ News Gator: <http://www.newsgator.com/>
- ❑ News Crawler: <http://www.newzcrawler.com>
- ❑ Awasu: <http://www.awasu.com>

PodCasting Links

- ❑ OMG: <http://www.omg.org>

Blogging Secrets

About James Maduk

Who is James Maduk and where can I get more information about all of his products?



The Largest Collection of Small Business Training Available Online



Internet Marketing Video Library: (Portal)

<http://www.jamesmaduk.com/start.htm>

- Access 140 Hours of Real Web Marketing Training
- 600 whiteboard sessions, MP3 audio files and screen captures. Join James Maduk and learn everything you need to know about web marketing for your small business. [It's Like A "Home Depot" For Web Marketers](#)



Small Business Radio: (Internet Radio Station)

<http://www.smallbusinessheroes.com>

- [Internet Radio](#) Station Membership
- Listen to live interviews with sales, [Small Business Marketing](#) and personal development experts. [Small Business Radio Details](#)

Learn Web Marketing



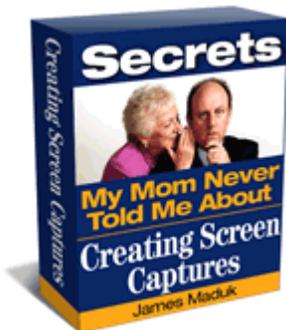
How To Build Your First Web Site: (Multimedia E-book)

<http://www.buildmyfirstwebsite.com>

- Over 4 hours of detailed step-by-step screen captures that teach beginners how to start and publish their own newsletter - [...How To Build Your First Web Site Details](#)

Blogging Secrets

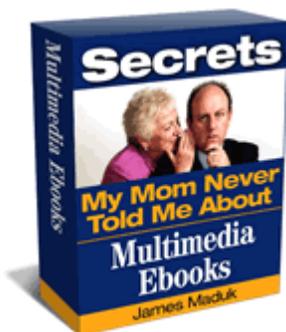
How To Create Your Own Products



Learn How To Create High Profit Screen Captures: (Create Products)

<http://www.Screencapturesecrets.com>

- How To Author, Create, Publish and Sell Your Own [Screen Captures With Out Spending a Penny](#) In Only Minutes [...Screen Capture Details](#)



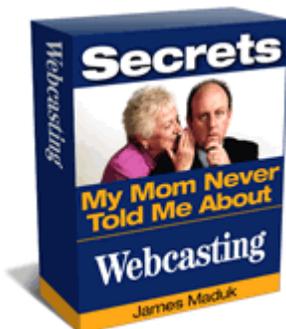
Learn How To Create Multimedia E-books: (Create Products) <http://www.multimediaebooks.com>

- How To Author, Create, Publish and Sell Your Own [Multimedia e-books](#) In Only Minutes [...Create Product Details](#)



Learn How To Create Your Own Information Products: (Create Products) <http://www.yourowninfoproduct.com>

- I created 52 high value, [high profit information products](#) in 52 days. Imagine what would happen to your business, your profits, the number of repeat customers, and your wallet if you were able to pump out an endless supply of Information Products. [...Create Product Details](#)



Learn How To Distribute Your Information With WebCasts: (Create Products)

<http://www.webcastriches.com>

- Multimedia, Webcasts, Internet Radio, Streaming Video, Flash and Rich Media is Changing The Way People Learn Online. Are you ready to cash in? [...Webcasting Secrets Info](#)

Blogging Secrets

How To Get Traffic To Your Site



Search Engine Marketing And Optimization: (Get Traffic) <http://www.getranked1stongoogle.com>

- A powerful multimedia e-book that shows you how easy it is to get multiple number one rankings on the Google Search Engine ...[Search Engine Marketing Details](#)



Joint Venture Marketing: (Get Traffic)

[Http://www.jointventuretraffic.com](http://www.jointventuretraffic.com)

- Struggling With No Traffic, No Email List and No Sales? Find Out How I Created a Series of [Joint Ventures](#) That Launched A Full Time Internet Marketing Career ...[Get Joint Venture Details](#)



learn How To Build A Huge Opt in Email List: (Get Traffic) <http://www.buildmylist.com>

- Learn How Easy It Is To Get Real People Who Have Money To Willingly Give You Their Real Email Address And Want You To Communicate With Them On A Regular Basis... And You Don't Have To Spend A Penny ...[Email List Building Details](#)



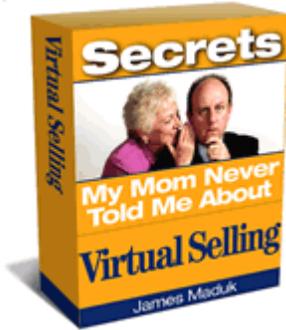
Small Business Marketing Information: (Get Traffic)

<http://www.bloggingsecrets.com>

- [Small Business](#) Owners - Start [Blogging For Profit](#) in this powerful training course that's getting rave reviews! ...[Get Traffic Details](#)

Blogging Secrets

How To Write Compelling Copy

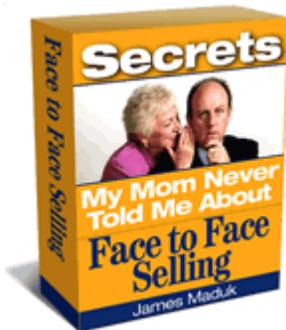


Web Copy and Conversion Secrets For Small Business:
(Web Copy and Conversion Secrets)

<http://www.virtualeselling.com>

- The ultimate resource for Small Business Owners who want to understand how customers decide to buy
[...Sales Page Secrets Info](#)

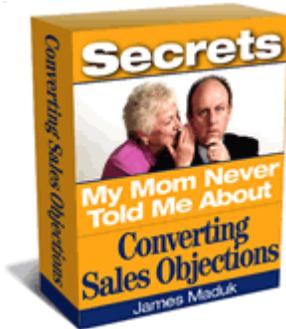
Sales Training For Entrepreneurs and Small Business



Small Business Sales Information: (Sales Training)

<http://www.facetofaceselling.com>

- Learn Face to Face Selling gives anyone a hidden advantage in any sales situation. Learn how to [Close Any Sale](#) with this powerful tool that gives you a complete blueprint of your customers-before they buy [...Sales Training Details](#)

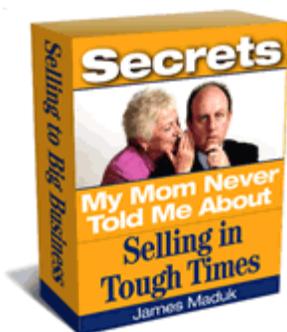


Small Business Sales Information: (Sales Training)

<http://www.handleanyobjection.com>

- Learn How To Handle Any Objection, [Convert Objections Into Sales](#) with this powerful [...Sales Training Details](#)

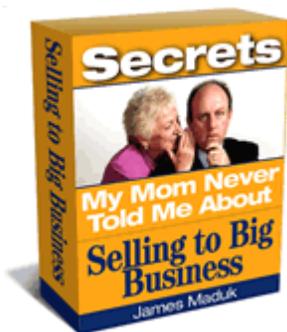
Blogging Secrets



Small Business Sales Information: (Sales Training)

<http://www.sellintoughtimes.com>

- Learn How To Sell In Tough Times, [Close Any Sale](#) with this powerful [...Sales Training Details](#)



Small Business Sales Information: (Sales Training)

<http://www.salestrainingforsmallbusiness.com>

- The best sales training course for entrepreneurs and small business owners - this powerful training shows any small business how to sell! [...Sales Training Details](#)

Web Marketing Tools, Software and Services

TeleClass Presenter: (TeleClass and Live Online PowerPoint Presentations)

<http://www.teleclasspresenter.com>

- Holding or conducting a TeleClass, training or coaching class? Find out how to add a live PowerPoint presentation to the phone call AND control the slides on your listener's browser! [...TeleClass Presenter Details](#)



Small Business Web Hosting: (Web Hosting and Sales Page Design) <http://www.salespagehosting.com>

- The Ultimate Hosting Service For Small Business Sales Pages
- Want help getting your sales pages up and running? Looking for hands on help and support from your hosting company? Visit the James' [Sales Page Hosting](#) and get multiple domains hosting and live training and support [...MiniSite and Sales Page Details](#)

Blogging Secrets

Distribute This Book And Earn Affiliate Income!

The first two training sessions, about 25 minutes of material is free but the remaining 10 hours of video, audio, and screen captures require a license.

How Blogging Secrets Works.....

Next to each video you will see a link like this:

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The video is locked until you purchase a license. Just click the link above to purchase a license using your PayPal. Visa, Mastercard or AMEX card.

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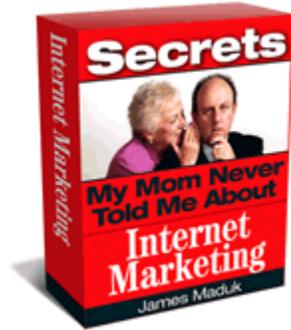
[Your Own Money Making Version of This Book!](#)
- All You Have to Do Is Distribute It to Your List -

Blogging Secrets

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James Maduk's "52 Secrets My Mom Never Told Me About Internet Marketing" This 300 Page Book And Immediately Learn How To Design, Start, Build and Grow An Online Business That Delivers The Maximum Amount Of Paying Customers!"



[This powerful manual introduces you to my amazing step-by-step web marketing system...](#)

If you are frustrated, confused and bewildered by all the choices available to you. If you want an easy to follow - no hype - approach to building a business online. If you would like real training, real content and real support from a professional trainer and speaker; If you have already started your business and can't get it to the next level; If you would like to create your own products, build a steady stream of traffic and increase your sales and profits, even as much as 856%...without spending a single dime more on advertising and promotional costs, then please [download your copy right now!](#)