



Marketing

Hi, this is Yaro. This is possibly my favorite topic of all the mindset audios you will cover with me: It is all about marketing and how you can get traffic to your blog using communication channels, which I introduced to you in the *Blog Profits Blueprint*.

This is a topic dear to my heart because I have been marketing online ever since I went online. Every time I had a website, I had to find ways to build traffic to my website, because it is critical. Without traffic, you don't make money, you don't have your content read, and there's really no value in it for you if you don't have people reading and consuming what you have put out to the universe. It is a pretty crucial part of doing anything on the Internet. You may not like marketing in general. Don't confuse marketing with advertising. It is usually advertising that people don't like so much, or certain types of advertising. Marketing, as I explained in the *Blog Profits Blueprint*, is just a means to attract attention. It is a way you can get your valuable ideas into the hands of many more people.

There is a little warning I want to give you about marketing before we progress into the nuts-and-bolts of this. It can be an addictive process, and you need to realize when you have to actually stop, take stock of what you've achieved, and be happy with your results.

The way people make money is very similar to the way people market. I don't know about you, but I know sometimes I can get caught up in the idea and the process of making money. I find it sometimes quite addictive when you do make money and you get those little e-mails telling you you've received some income, you've been contacted by someone with a request to buy some advertising, you make an affiliate sale, or so forth. Once you've done it one day, you want to do it again and again and again because your mind gets used to that rush. I call that the "Sugar Rush." It's important that you have some sense of clarity when you go about your marketing process, just like you go about anything you do with making money. Take stock, stop, and have an awareness of what really is important, because you can get too caught up in the process of marketing.

Marketing has a very similar "rush" to making money. For example, after you do some form of promotion, you can often get caught up in watching your statistics and seeing how much you got as a result of that. You may find yourself surfing Technorati to see how many other blogs and websites are linking to your blog article or your content, or you may check your back-links through Google Back-Link Checker or do some ego-surfing, just trying to find where your name is listed. All these things are fine for you to do, but it's just important not to get too caught up in it. I think it is an important thing to note, because after you've done

it the first time, you often want to go do it again to get that sugar rush, or that feeling of success after having something you've marketed actual get traction and gather quite a lot of attention.

Yes, we are in the business of marketing our blogs, and we should always be promoting what we are doing, but you also want to take a step back sometimes and realize it's not all about one marketing push after another, after another, after another. You also need to stop and enjoy your successes when they happen.

With that proviso out of the way, let's get into the nuts-and-bolts of how you can market your blog. Like I talked about in the *Blog Profits Blueprint*, it really is all about building communication channels. Communication channels are pathways or links, not necessarily links on the Internet. These can be links in the real world. Word-of-mouth or even traditional advertising, in which you place advertisements in newspapers, magazines or local flyers, will work, as well as anything that grabs someone's attention and turns it to focus on your blog. That's what marketing is all about.

When I first started to market online, I did some off-line marketing. When I first had a website to which I wanted to draw the public's attention, the immediate methods I had access to in order to market my site, given the kind of people I was trying to access, was an off-line method, distributing flyers. This was not my blog. I haven't advertised my blog with flyers. That might work for some blogs. For my first business website, I posted flyers at local university campuses to promote it. I relied on that process quite heavily in the early years as the main method of driving traffic to my website. So, people found the site through a flyer. Once they were convinced that the quality or the service I was offering was something of value, they were then inclined to tell other people. That started the network effects, as I talked about in the *Blog Profits Blueprint*.

It really is all about building small communication channels, tapping into network effects, which eventually leads you to larger communication channels, which then leads to even larger communication channels. Then, you enjoy greater network effects and compounding starts to occur, and all those other wonderful things that I explained in quite depth in the *Blog Profits Blueprint*. I hope you understand that. I know you've read the document already, and you should understand the principle of taking baby steps to access larger sources of traffic.

When I began blogging, I didn't exactly have a clear, conceptual understanding of what I described with communication channels. You know, you're just looking at ways you can grab some people to visit your site and get some traffic coming in. Each time you get 10 new visitors, it's a big deal when you first start, especially if those 10 new visitors become regulars. So, like most people, I did commenting as a first technique of growing my blog traffic. But, because I wasn't overly blown away by what commenting did for my blog, I investigated other

ways to grow my blog traffic. I found directories where I could submit my blog. Again, that provided very little results. I did track-backs to other blogs. I tried to replicate what I noticed other bloggers were doing. I read some advice from some of the more popular blogs out there and tried to implement their techniques, but again, nothing really blew me away in terms of growing my blog traffic.

There are two events that really stick in my mind as the most significant traffic events I ever enjoyed. They both illustrate two of the most important principles when it comes to acquiring blog traffic. I described one of them in the *Blog Profits Blueprint*, and that was the event when Darin Rowse linked to my blog. That was about two years ago. Darin's site was small in comparison to what it is today, but it was still large in terms of a blog in general back then. I think he had about 5,000 daily readers at that point; now he's close to 25,000. He had 5,000 and I had maybe 500, maybe 1,000 readers at the time. Through our communications previously, we just communicated a couple of times. I had e-mailed Darrin and said, "Hi. I notice you are from Melbourne. I'm from Brisbane. Just wanted to say hi. I like what you are doing with your blog. I'm also blogging; here, check it out."

Eventually, I sat down and wrote my first-ever pillar article series. This should serve to illustrate the very close relationship between pillar articles and marketing. I wrote a time-line of what I had done in business. Bear in mind, my blog is about Internet business. By explaining my own personal timeline of the businesses I had started throughout my life, it provided a lot of valuable content for my readers; it was very focused, targeted content. I wrote a six-page article over a period of about a week. I spent each night writing an article, thereby adding to the series. Each article was between 1,000 and 3,000 words. By the end of it, I had a close to 10,000-word article, totally going over everything I had done up to that point. It's actually a little bit old now; I need to add to it for all the things I've done recently. If you go into my blog at entrepreneurs-journey.com, you can find my business timeline in the "About" section. It is something I recommend you all do on your own blog—sit down and write a timeline as it relates to the topic you are talking about. If you are blogging about your love for stamps and your stamp collecting hobby, then write a timeline relating to how you got into stamp collecting, the first time you got a significant stamp collection or a significant stamp, how you went about buying or selling stamps, and the whole process of learning what it takes to become a stamp collector. Your timeline needs to very much tap into your theme of your blog.

So, I wrote this timeline, and Darrin decided to link to it. I gained at least double traffic. Of course, back then I didn't have much traffic, but it added a very significant chunk of regular readers and put my blog on the map in terms of, "Here's another up-and-coming Australian blogger." A lot of those who were reading my blog soon became regular readers and helped market my blog by

telling other people, and by blogging about my blog on their blog. Some of them contacted me, and no doubt I eventually linked to them; hence, demonstrating the peer relationship and network marketing sort of effect there. That taught me the importance of peer relationships and having another blogger link to you. In my mind, that is by far the number one most significant way of generating traffic – peer relationships. Be prepared to foster peer relationships in the blogosphere or anywhere with any people, because you need other people to link to you. People create links. You have to know people or at least get their attention somehow before they link to you. The best way to do that is to actually become a friend. That's what I attempted to do with Darrin, and that's what I think Darrin and I are. We don't hang out on a daily basis because we live in different cities, but we do talk to each other on Skype now and then, and I've helped him out and he's helped me out. That's an example of a peer relationship.

Obviously, if you can have peer relationships with the movers and shakers in your industry, it really helps. There's a whole technique to maintaining relationships in the upper echelon of your industry. You don't have to, but I recommend you be friends with as many people as you can, but obviously we're talking about leverage here. You want to be friends with the people who have lots of traffic because that can help you get lots of traffic, but the point of this exercise is to develop your friendship/networking skills, not just greedily go after the top traffic sources. That won't bring you good results then because your motivation will be quite clear. That's the first example of the peer relationship technique for developing significant traffic.

The second example occurred just a few months later. This example is not quite as relevant as it once was, because it is actually harder to replicate what I did back then. When I did it, it was very powerful because it was a reasonably new thing to do. I'm sure you've heard of blog networks. There are several blog networks out there; b5medica and Web Logs, Inc., are probably the most well-known blog networks. There is also another one called 9rules. 9rules is the network my blogs, as I record this, are currently in. 9rules is a bit different to those two other blog networks, because it is not really about making money and sharing revenue with the people who blog for the network. It's just about creating a club and a community around a bunch of bloggers who are all writing great blogs. The criteria back then to get into 9rules Blog Network was just to make sure that you were writing a good blog, then to apply, and then hopefully be approved. Over the years they've had these opening rounds where you can apply to get into 9rules, and they had lots of people applying. Literally, thousands apply nowadays each time 9rules opens its doors. But two years ago, it was much smaller and it was a much bigger deal, in a lot of ways, to get into 9rules because there weren't so many people in it yet. It was a reasonably exclusive sort of club, yet really the only criterion of getting in was maintaining a popular blog.

I applied and was very quickly accepted. I think I actually applied outside of an official hiring round. The owner, Paul Scribes, welcomed *Entrepreneur's Journey* into the network. He wrote about the blog on the official 9rules Blog, which is what he did for all blogs who joined back then. That 9rules Blog was quite well read. It's a very high page-rank log. The whole network is very high ranking. So I got exposure first from the blog entry he made about me joining his network. Then, of course, you get ongoing, continuous exposure from the actual homepage of 9rules, where all the blogs in the network are listed by category.

Back then, of course, when I first joined, there weren't that many blogs in the system yet, and obviously it's not as effective now because there are just so many blogs in the network, it's just harder to stand out. However, my point here is still valid.

Next, as part of the 9rules system, you joined a community, where there was also a forum, which still exists today. I haven't been to that forum in a long time. I entered the forum, met some of the members, and checked out their blogs. Best of all, though, you got to introduce yourself. I went to the Introductions Forum and talked about my blog. So, when my blog was released, suddenly all these new bloggers within 9rules checked out my blog, and some of them became regular readers.

What then happened, and this was the real kick in traffic, was from one of those readers, *456 Berea Street*. I think that blog is still out there; at any rate, it was and likely still is very, very popular. It's a web design, web development kind of blog. I wrote an article explaining page rank. Page rank is obviously a very well-known topic. It's part of the algorithm that makes up how Google ranks sites. A lot of people care about page rank, but a lot of people don't understand it. I did my best to write a description, or what I call a definition article, if you remember back to my pillar article pieces. I wrote a pillar article about page rank. I explained it, recommended what people do and don't do, and how much energy they put toward their efforts. That article was reasonably popular, and you can still find it in my archives, if you are interested.

Then, the author of *456 Berea Street* hosted a link to my page rank article after I wrote it. His blog was huge. I think his blog, at that time, was definitely bigger than Darrin's *Probblogger* was. This effect was even greater than getting a link to Darrin's blog. As usual, I enjoyed not just the one link from the main blog; there was a spin-off effect, as all the people who read *456 Berea Street* decided to also link to my blog. There was an ongoing network effect of traffic just coming into my blog in waves. This was a big communication channel. A lot of those people became word-of-mouth advertisers, telling people about my blog.

As long as I maintained the production of pillar articles, I managed to capture a lot of that new audience. There is a period when you get a wave of traffic where

people who are new to your blog will sort of test you. They will watch your blog. They'll enjoy the first article, most likely because it's the one they went there for in the first place. Then maybe they will subscribe to your RSS feed and monitor you to see what you do in your next few articles. If those few articles also entertain them, they will become regular readers. If you go a little bit off-topic from what the original article they came to read was about, then you risk losing those readers.

There's a technique right there in terms of growing traffic. Whenever you enjoy a big traffic source, a big communication channel opening and hitting your blog, make sure the next few following articles are at least somewhat related to the one that brought in all this traffic. You don't want to turn away this new audience by just suddenly jumping from one topic to a completely new, unrelated one. You want to have congruency with your topics. One pillar article that does well should be followed by lots of other pillar articles, because you have a better chance to capture as much of that traffic as you can for the long term. That's what this is about. You don't want to just get hit by these large communication channels and then have the traffic disappear the next week. You want to retain this audience so you can maximize for our own benefit, both from a monetization point of view and from reach, network, and marketing purposes. That's a really good point. I think a lot of bloggers don't keep that momentum going once they've created something successful.

That's a perfect case in point. Now, with the recent release of the *Blog Profits Blueprint*, I am still enjoying the run-off network effects of that. Blogs are still writing about it. It's dropping off. Obviously, the first few days after release are the biggest, and then each day it gets less and less and less, until I do something again. I will continue to add things to it, like release an audio version of the *Blog Profits Blueprint*, which will be out soon. That will help to, again, increase a new influx of people to download the *Blueprint*. Also, after releasing the *Blueprint*, I realized that there will be a lot of new readers to my blog as a result of the *Blueprint's* exposure. Plenty of people who will read my *Blueprint* will have never heard of *Entrepreneur's Journey*, and will never have heard of me, Yaros Starak, and for the first time they will come through and see who the guy is behind the *Blueprint*. I'll have literally a few days after they sign up to basically continue to impress them beyond what I did with the *Blueprint*. The articles after I wrote the *Blueprint* will need to be very similar to the topics that are in the *Blueprint*. They will have to be high-quality articles, and there will have to be reasonably short periods of time between releases. I can't go a week without writing a new article; otherwise, I will just lose most of that new audience.

I've already noticed an increase of about 1/2% in retained RSS subscriber counts, from about 3,900 to 4,100 as I write this, and I know that a big chunk of that is from the new readers from the *Blueprint*, so that is 200 new readers, a number which will continue to grow over the next few weeks. I have written one

and just released another one today, so there are two articles on topics very similar to making money from blogging. That's what the *Blueprints* is about, so I expanded on those topics. I wrote another article about what your post value is worth, and then another one about buying blogs and buying other websites to reinvest the money you make from blogging. So there are two articles that should prove very interesting to people who would like the *Blueprint*. Chances are, you've read them already.

But you can see the important thought process I went through there with the strategy behind the technique. You have to realize that nothing is isolated; everything is interconnected. If you don't have a strategy behind your marketing efforts, you are essentially wasting a lot of time. You won't capture the attention of people for the long term. It has to be strategic. If it's not strategic, you just lack vision, you lack focus, congruency, and you won't have much success. You might enjoy traffic spikes, as I call them. This means you'll get a lot of people in short periods of time, but it will be very much like a Digg effect. You will get them in a short period, but then they'll move away—you won't retain them. So really, as nice as it is to get hit by a large traffic spike, we are here for the retained readership, not for the one-day wonders. We want long-term traffic.

It is important to:

- a. Capture, whenever something significant happens, as much of that traffic as you can; and
- b. Realize that long-term traffic is actually built on a foundation of multiple communication channels.

What you do is build your way up, using as many simple marketing methods as you can, like commenting, track-backs, leaving comments in forums, using blog carnivals, going to other profiles in, say, Blog Catalog or My Blog Log, for example. Those are two communities where you can just leave comments in other people's blog profile pages. All these things will bring in trickles of traffic, and they will start to expand your exposure. Some people will start leaving comments, which will help your social proofs. Then you will start to tap into slightly larger sites, and maybe you will get another blogger finally writing an article about your blog. They may not have a huge presence on the Internet, but they will at least send you a little bit of traffic, which will encourage you. It will take time to go through this process. Really, it is something that never stops; as long as you are a professional blogger, if you want to keep growing your audience, there is always a need to do marketing.

This is where my point that I made earlier comes into play. You can get into an endless cycle of always feeling a need to be doing more marketing because there always is the potential to do more. There is always more traffic to be captured. You have to realize what your goals are, what you really want to achieve, how quickly you want to achieve these goals, and work accordingly. But

make sure you have a success point, like a point in the share market where you are actually willing to sell your stock. You have to have a ceiling. If you don't, you can sit there forever without realizing the purpose, the point, or achieving any sense of satisfaction. That is a really important point about marketing.

I find, and this is a wonderful thing about blogging, the more success you build up, and the longer you do this, the less difficulty you will have with marketing. The early days will be the hardest. Most people reading this have to be prepared now, because you are about to hit the hardest period you are going to experience in your blog marketing lifetime. If you have a new blog and no one knows it yet, you have to get out there and tell people. You have no reputation yet, you have no established contacts, and you have very little content in your blog. You are starting with a clean slate and you have to just go through the motions that we all do to get to the point where you have some contacts or some incoming links and traffic coming through. Once you get there, things get a lot easier.

Let's take my situation now. I have 4,000 daily readers at this time. Of those 4,000 daily readers, there are probably 100 or so (that's a completely arbitrary number; I don't know how many; I'd have to check every single reader I have), a small percentage (1 or 2%), are probably alias bloggers. These are people who have blogs of similar traffic levels to mine, and they read my blog. Most people who have successful blogs read other successful blogs. It's just part of the nature of our industry. We are all interested in what the others are doing. If you write something good, these bloggers will link to it, reference it in one of their articles on their blog, or maybe they will e-mail you about some sort of joint venture or sharing content or using your article in a PDF, like Brian Clark did with mine.

As you go along, you will get much easier access to the top people in your industry, but you have to work your way up there. For some people, that could take months; for others, it could take years. For some people—very, very, very, very few people—it takes weeks. The best thing I can tell you about marketing is to really do what you can now and be consistent with it. Form a habit around it and then know that at some point in the very near future you are going to slowly hit larger sources of traffic. Celebrate those larger sources of traffic and go back to producing the same effect as many times as you can, up to a certain point. I don't do active marketing on a small scale any more on a day-by-day basis. I still might leave comments, because I want to leave comments in other blogs to interact in the community, but I don't do very much of it. I certainly don't do any focused comment marketing, forum marketing, track-back marketing, blog carnival marketing, or any of the things I'm telling you to do because I know I have access to people. All I have to do is write a really good article and people will link to it organically. It's not something I have to ask for; they just like my content, they want to recommend it to their friends and spread the word for me. That's a lovely position to be in, and that's what you are going for.

Since most of you are at the beginning stages, I want to provide a reasonably concise, step-by-step process that you should go through from the point you finish reading this and go to work on your blog. There is a certain mentality you need to form for the rest of your blog marketing life. It is not final, of course; you can obviously change things, but this is a general guide that you need to follow to have a successful blog. It's exactly what I would do if I had a brand-new blog launching in today's blogosphere.

Today you face more competition than you would have in earlier years, but it is not always fair to say that any period is more or less competitive than another. You can subdivide topic areas and find less competition. It just means you have to be more focused and specific with the markets you tap into and the way you market things if you want to have equivalent success compared to one or two years ago, where it just wasn't as large a marketplace as it might be today.

Today you are entering a marketplace with 70 million-plus blogs, of which umpteen are crap. The truth is, most blogs out there are not very good. If you spend a little bit of time producing great content on a regular basis, you are already doing more than the average blogger does. Provided you have a focus, a vision, a purpose, a target market you want to satisfy, an idea of how you are going to satisfy that, and you stick to it and implement it, that is so much more than what the average person is going to do. You are going to have an advantage. The fact that you are in *Blog Mastermind* now, reading this, means you have motivation. That also means you are a step ahead of the average person, or the average blogger. Carry forward that momentum into the content you produce on your blog and the habits you form in marketing your blog, and you will be successful.

So, you have a new blog and you want to get it out there. Like I wrote in the *Blueprint*, form habits with the two most important things: Write pillar content, because that's why people come to your blog; and create those baby step communication channels, those small communication channels. Make a habit at night that you are going to test at least one small traffic stream communication technique, and do it often enough so that you get the hang of it. For example, one night you could spend half an hour writing 10 comments to 3 different blogs, so you are going to write 30 comments in one night. Maybe the next night you'll do the same, but in a specific forum, or in 3 different forums. You'll write 10 comments to 3 different forums. I find it's better to do concentrated effort, so I would pick 1 or 2 forums, one, preferably, in which you can then create a really good profile. Write serious answers to things if you can. The more value you provide for people, the more you are rewarded in turn, with people coming back to your blog. Do that, but this is something around which I want you to form a habit; I don't want you to be blind about it. This is the process of testing. After you have done consistent blog comment marketing techniques for, let's say, a

month, you've worked for 30 days. Maybe 10 days out of those 30 days you put 30 comments on three different blogs—see what your traffic increase is like. Did it work? Did you get good results? Did it work better than the forum commenting technique? Which one of those is better? Take the one that's better, go with that, and then try something else. Let's say the blog commenting methods are working better than the forum commenting method, so let's double our efforts at blog commenting and drop forum commenting, or let's keep doing blog commenting, drop forum commenting, and start testing blog carnivals instead. So start submitting to at least one blog carnival a week and see what kind of traffic you get from a blog carnival.

Maybe try to get yourself into 9rules or do some marketing through Blogcatalog.com or Mybloglog.com or even MySpace.com or Facebook.com or any of these social media sites where there are a lot of people. You must spend time accessing enough of them to get good traffic rewards.

I would do that for at least the first three months. You can't judge things until you've done significant testing. You need to test for more than a week. More than a day, more than a week. Do it a month before you start making assumptions on what your results are. If you are not producing pillar articles to go along with these marketing techniques, you can't make an accurate judgment on whether those marketing techniques work. You have to have the pillar articles in place before any marketing techniques have a chance to actually even perform well. There is no point in putting out comments if there is nothing to see on your blog yet. This is a sequence and process, and it has to be congruent. Every step has to be strategic so that the outcome you get, at least you find out whether it works or it doesn't work, and there is a clear conclusion. You have the content in place, you put out the marketing, this is the result you got and this is the result you got for something else. Is A better than B? Yes, let's do more of A. That's the strategic and tactical process linked together and how you reach conclusions over which methods are better than others.

Once you get to a point where you've really tested all the different marketing techniques at a lower level, you should know what works best for your blog. It doesn't mean you can't always be testing new methods. There are always new opportunities and new tools coming out online. In my situation, if I am happy with the amount of traffic I'm pulling from certain techniques, I'll just keep doing what's working. If I am enjoying the process of that marketing or that type of content I'm producing, I don't necessarily feel the need to always be testing something else if I am happy with the results I'm getting. Just because someone says you really should be getting into Digg marketing, don't assume that is necessarily right for your blog. If you are getting results that you are happy with, sure, try Digg if you want. If you get great results, keep using Digg; if you don't, it's not the end of the world.

I hope you can see the major point I'm making here of having a strategy and a process to go through to get your communications outlets open and build traffic to your blog by doing general marketing. For all of you who are sick of comment marketing, you've tested to death all the small methods, and you are getting really poor results but feel confident that you have good content on your blog, then I recommend that you really go hard at some of the more larger traffic sources, the rivers, as I call them. This is where you might start considering approaching newspapers or magazines to actually get some PR going. Maybe purchase a press release distribution through some of the PR sites like PR Web.

If your content's good and you can tap into a really social interest topic area that's not necessarily being covered by anyone else, or if you have a unique hook to explain what you are doing, then you can really tap into large sources of traffic from day one without having to necessarily do commenting. Look at a blog like Guy Kawasaki's. His blog came out about a year ago. Guy is obviously a famous author and speaker, so he had an advantage in existing celebrity status. I'm pretty sure he did not spend a lot of time doing small communication channels on his blog. He was not there writing comments on hundreds of other blogs or writing in forums or doing track backs. He wrote tons of great content to start with, but he also leveraged his existing status as a minor celebrity or a celebrity in his topic area, his industry, for mainstream news coverage and also, outside of that, to help word of mouth knowledge grow. Obviously, when someone like that comes along, adopting a technology like blogging, all the bloggers in the industry are happy to promote that because it vindicates blogs as a great tool. When you see someone you know doing this, you're going to say, "Look! Guy Kawasaki is blogging. This is great. Check out his blog. It's great!" You get a natural word-of-mouth exposure. That grew his blog to a Top 100 Blog very, very quickly.

Now, chances are, you are not a celebrity. Maybe you are a minor celebrity in your industry. But even if you are not, you have access to the same resources that Guy does. You just have to tap into unique stories and powerful communication channels in order to get really powerful results very quickly. That means getting Dugg as many times as you can, getting Delicious—getting into the popular lit page on Delicious; getting all the social media sites, like Netscape and Read It to link to your stories, and getting to the most popular pages on those sites. This isn't a science; you have to keep trying and seeing what works. Try to tap into topics that the users of these sites want to use. There's a bonus call with Tony Hung about using social media, in particular, Digg. Have a listen to his recommendations in that call to help you to tap into the big-traffic sources that are available from social media sites.

If I wanted to get a new site, a new blog going and do it quickly, get lots of traffic quickly, and I didn't have my existing resources—no newsletter, no blog, no cash to buy significant sources of traffic, I would spend most of my time building

relationships with the type of people I know will be interested in what I am producing. I would pinpoint the bloggers I need to know and just get to know them, form the relationship. Then, when I do produce something worthy of their attention, I'd show it to them to determine if they would like to promote it.

A perfect example is the *Blog Profits Blueprint*. If I launched the *Blog Profits Blueprint* without a blog already in place, actually, it would still be very relevant even though I have a blog in place. I obviously want the *Blog Profits Blueprint* to go as far and wide as possible, so I'm not just relying one link from Darrin Rowse's *Problogger* site and my own site as the only traffic sources. That's fantastic. Those two sources have helped the *Blog Profits Blueprint* spread to 2 1/2 thousand people, which is a great start, but I'm also tapping into every single person I've ever made a relationship with over the years, plus those I'm just discovering for the first time. My team and I are going around the blogosphere and finding all the blogs who are writing about topics that are related to what the *Blog Profits Blueprint* is about and trying to get them to consider mentioning the *Blog Profits Blueprint*, or at least read it. I'm not going out there saying, "Hey, will you please promote the *Blog Profits Blueprint*?" I'm saying, "Hey, check out this great report. I think you'll find it valuable, given you also write about how to make money online, or how to blog, or blogging tips, or Internet marketing, or Internet business." I'm just giving them a resource, and obviously the resource is of high quality. If they have some time to spare, there is a good chance they will read it, see that it is valuable, and help me to spread the word. Again, you are leveraging the power of a remarkable resource you have, something that's in particular very good quality, but also, you are taking a proactive step to form these relationships and tap into the large communication sources.

I hope you enjoyed this chapter about Marketing. Really, the most important thing now is that you actually stop and do something today, tonight, in the next 15 minutes, or in the next hour. If you don't have the content, write the content. If we are talking about marketing, start doing something so you can see what rewards you with traffic. You need to find out what methods work for you. That's not just in terms of the type of blog you are writing, it also takes into account the type of personality you have. You introverts out there might have trouble with the whole relationship-building process, but it is something worth getting comfortable with, because it can reward you significantly. For people who are writing about tech topics, you have a great opportunity in those social networking sites like Digg, because they love tech topics, so you can tap into something there.

This is Yaro Starak. Catch you later.