



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

Mark Schaefer, Stanford Smith

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Born to Blog is filled with practical, street-smart techniques and ideas to help you create and manage a winning business blog. Learn how to attract a loyal following, promote your blog, and write powerful content that generates new business.

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"Read this book, then go blog like you were born to do so." -- JASON FALLS, founder of Social Media Explorer and coauthor of **No Bullshit Social Media** and **The Rebel's Guide to Email Marketing**

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