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## **Top 5 Proven Strategies For Creating An Attention-Getting Blog**

*Irvine, CA* – Everyday, millions of people, as well as small business operators and entrepreneurs, from all walks of life, launch a blog to share their thoughts, opinions, knowledge and experiences, as well as all sorts of information with the masses. According to Jason R. Rich ([www.JasonRich.com](http://www.JasonRich.com)), the author of ***Blogging For Fame and Fortune*** (\$21.95, Entrepreneur Press, April 2009), publishing a blog is easy, inexpensive (often free), and an extremely powerful communications tool.

Rich comments, “Anyone with access to the Internet can create and publish a blog in minutes. The content of their blog is then available to web surfers throughout the world. Blogging provides a totally open and unrestricted forum for distributing absolutely any type of information, using text, photos, audio, video and other multimedia content.”

Creating and publishing a blog requires no programming skills whatsoever. Using free, online-based blogging tools available from a growing number of companies, a first-time blogger can create, publish, manage and promote their work using any computer, netbook, wireless PDA or even a cell phone that’s connected to the Internet.

Everyday, thousands of new blogs are created and published. So, what allows some blogs to build huge audiences? Why do some bloggers wind up getting rich and famous from their efforts, while others remain in obscurity? The answers to these and other important questions are provided, in detail, within ***Blogging For Fame and Fortune***.

In his new book, Rich offers multiple strategies for creating, publishing, managing and promoting a successful blog that quickly builds a huge audience and that can help the blogger earn fame and fortune. Five important strategies to consider include:

### **1. Define A Target Audience For Your Blog and Cater Specifically To That Audience**

The best way to build a dedicated audience for any blog is to carefully and clearly define its target audience right from the start, and then create content that caters specifically to that audience. Focusing on a niche audience and developing appropriate content specifically for those people helps to insure there will be a strong interest in your blog’s content, plus it makes promoting the blog easier.

### **2. Put a Unique Twist on Your Blog’s Topic and Content**

It’s virtually impossible to brainstorm a totally original topic to blog about. However, your goal should be to continuously develop innovative content, and to put a truly unique twist or spin on whatever topic you’re blogging about. One way to make your content unique is to include proprietary information, publish extremely timely facts or research, or to incorporate your own unique thoughts, ideas, perspective, knowledge or expertise into each your blog entries. Research how other bloggers and website operators are presenting

similar information, and then develop innovative ways to do it better or in a more unique, attention-getting and memorable way.

### **3. Add New Content On A Regular Basis**

Launching an interesting, informative, entertaining or otherwise cutting-edge blog is the first step. However, to build and then maintain a steady (and ever-growing) audience, regularly add new content to the blog. Every new blog entry should cater to the blog's target audience, offer content that's perceived as valuable, and build upon previously published content.

### **4. Transform Your Blog Into An Interactive Online Community**

Instead of focusing exclusively on publishing content for your blog's readers, develop your blog into an interactive online community. Encourage your audience to post feedback and comments, interact with each other, share their ideas, and enhance your content by adding their own information. It is, however, the blogger's responsibility to moderate this audience-interaction prior to it being published in order to insure relevance.

### **5. Adopt A Multi-Faceted Approach To Promoting Your Blog Continuously**

It will take weeks, possibly months or even years for a blog to build up an audience in the hundreds of thousands or millions. To achieve this level of success will typically require ongoing marketing, promotions and even paid advertising. Many of the world's most successful bloggers relied on the mainstream media to generate publicity for their blog to help build an audience. Even after your blog is successfully launched, promoting it on an ongoing basis is as important as regularly adding new content.

"Blogging can be a fun, exciting and extremely rewarding hobby, but it can also be used as a powerful tool to promote a business, product or service. If done correctly, blogging can also be used to generate revenue and fame for the blogger. What's truly wonderful about blogging is that it offers an opportunity for absolutely anyone, and the possibilities for what someone can blog about are only limited by one's imagination and ingenuity," said Rich.

Jason R. Rich is the bestselling author of more than 39 books that cover a wide range of topics, including computers, eCommerce, personal finance, career-related topics, travel and entertainment. He also contributes regularly to major daily newspapers, including the *New York Daily News*, as well as national magazines and popular websites. His own travel blog can be accessed at [JasonRichTravel.com](http://JasonRichTravel.com).

***Blogging For Fame and Fortune*** is an information-packed, yet easy-to-read book that walks the reader through every step of the blog creation, publishing, managing and promotion process. It's jam-packed with innovative ideas for creating content, building an audience and for discovering fame and fortune as a blogger. The book also features exclusive interviews with some of the world's best-known bloggers and blogging experts, including entertainment gossip blogger Perez Hilton, Chris Croker ("Leave Britney Alone" YouTube vlogger), Blogger.com's Taj Cambell, Six Apart's CEO Chris Alden, political blogger/journalist Patrick W. Gavin and recording artist/environmentalist Ben Jelen.

***Blogging For Fame and Fortune*** is available from all major bookstores and online book sellers.

Entrepreneur Press is a trade publisher that specialized in quality paperbacks that focus on the entrepreneur in us all. For more information, visit [EntrepreneurPress.com](http://EntrepreneurPress.com).

**Note To Editors:** Jason R. Rich is available for interviews. He also teaches workshops about blogging. Review copies of ***Blogging For Fame and Fortune*** are now available upon request.

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