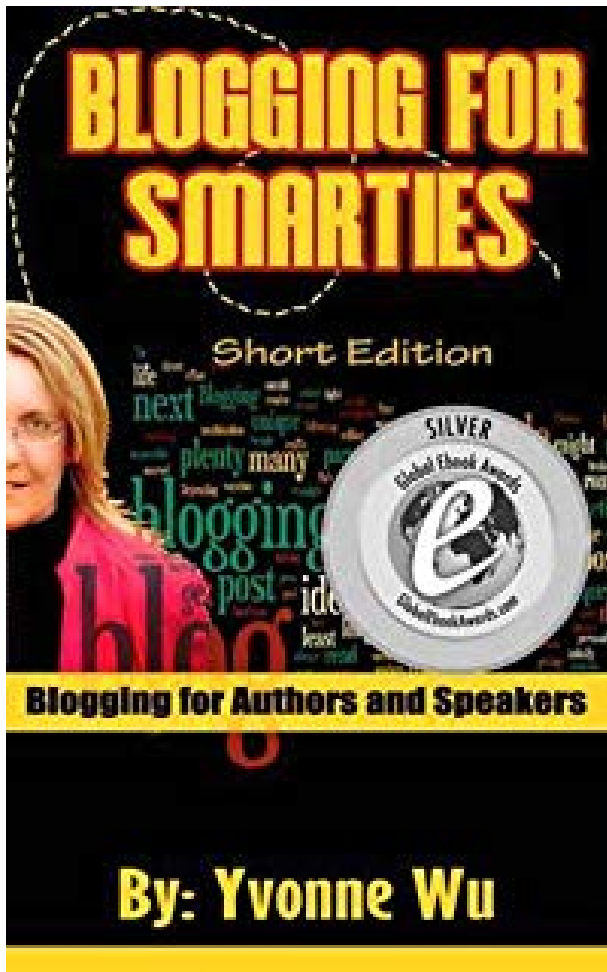


# Blogging For Smarties Short Edition Blogging for Authors and Speakers



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As an author and speaker, the Internet becomes a business channel to network, advertise your products and services, and build a following on a global level. This book takes you through the basics of setting up a WordPress blog, why you should have a blog, building your blog, and effective strategies to market your blog. In this guide, you will learn: Blogging Basics for Beginners How to Attract Readers Popular Blogging Platforms How to Setup WordPress Discover How to Use WordPress Useful Plugins for Authors and Speakers Discover Effective Marketing Strategies for Your Website Easy Tips on How to Make Money with Your Blog Learn Effective Podcasting How to Market Your Podcast