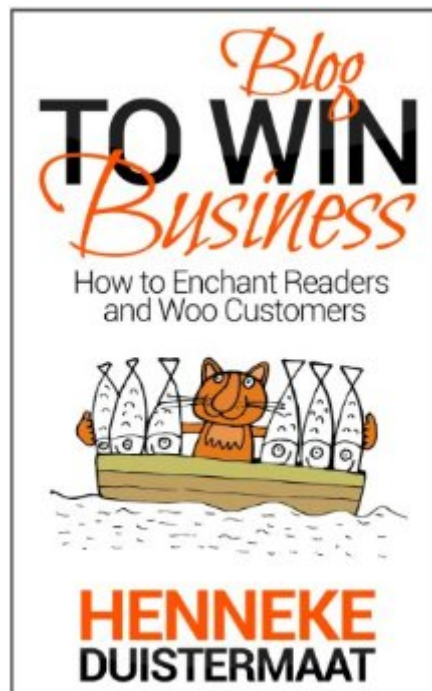# Blog To Win Business: How To Enchant Readers And Woo Customers

Synopsis

"Henneke does it again! This IS the business blogger's survival guide. Keep this ammo on your bookshelf if ever you find yourself in a lurch." ~ Sean Work, Director of Inbound Marketing, KISSmetrics"You could easily find 1,000 books and courses about blogging like a pro, but you wonâ ™t find a more useful and engaging one. Hennekeâ ™s book will answer every question you have, give you countless shortcuts, and light a fire under your butt to start cranking out hot blog posts. Itâ ™ll also make you hungry." ~ Barry Feldman, Feldman Creative"Henneke's book might be the most useful guide on business blogging ever written. I highly recommend it to anyone whoâ ™s blogging to promote their company." ~ Jon Morrow, CEO and Founder of Boost Blog Traffic LLCWould you like to win customers with your blog?Are your blog posts not as good as youâ ™d like them to be? Or are you unsure what to blog about? Blog to Win Business teaches you how to write blog posts your customers love to read and share. This practical book takes you through the various elements of blog writing â " from developing a unique voice to generating ideas and composing compelling headlines. This book doesnâ ™t just explain how to write a blog, it also helps you decide what to write and how to position your blog as a must-read resource in your industry. It has been described as probably the most useful guide to business blogging. Your guide to writing a company blog This guide explains in simple steps how to write blog posts that engage readers and woo clients: Write lip-smackingly good headlines that entice people to read your postsPosition your blog as a voice of authorityGenerate an endless stream of ideas for blog posts your customers crave to readMake your blog more engaging by describing your ideal reader Develop a unique voice to stand out in a sea of me-too blogsCaptivate your readers with your blog opening Inspire your readers with your final paragraph Create a natural flow to hypnotize your readers Seduce Google to send you relevant traffic This guide is easy to read and fun. It includes straightforward advice on how to practice and improve your blog writing. Would you like to gain more readers and turn them into customers? Blog to Win Business also includes: The 5 mistakes you must avoid when defining your blog purposeHow to get unstuck when your fountain of inspiration runs dryA complete editing checklist to make your blog posts more conversationalThe 4 rules for writing delicious sentencesThe 3-step formula for writing irresistible headlinesThis is NOT a stuffy, lengthy text book. All information is straightforward and written in plain English. Who this book is forAre you a freelancer or small business owner looking to promote your company with a blog? This book contains practical, down-to-earth advice that you can actually use. This book is written for beginning business bloggers, but even experienced bloggers will be surprised how much they can learn from Blog to Win Business. Ready to grow your business with an enchanting company blog? This guide

helps you to plan, write, and edit your blog posts. It helps you to engage readers, build trust and authority, and to win clients. Scroll to the top to download this Kindle book now

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Customer Reviews

Henneke Duistermaat is a powerhouse woman and creative marketer and copywriter who is convinced that we are not taking blogging seriously when it comes to using it as a business tool. She has worked for Philips Electronics and Saint-Gobain and now runs her own company Enchanting Marketing.In her introductory remarks she states, `The web is full of bland content. Yawn-inducing blog posts that keep rambling on. Stock photography soooo unbelievably boring that you prefer the relaxing nothingness of white space. How can you create a business blog that enchants your readers and wins customers? How can you make your readers crave your next blog post? And how do you turn these readers into customers for your products or services? That's what this book is about. A business blog can: Raise awareness of your company Increase web traffic Start a "conversation" with prospects Develop your authority Get readers to trust your advice Build relationships as readers get to know and like you.' And form this stance she has us off and running , learning how to create blogs that position us in the industry in which we compete, the skills of

composing good headlines that entice people to read your posts, to create a natural flow to hypnotize your readers, to make a blog more engaging by describing the ideal reader, to generate an endless stream of ideas for blog posts your customers crave to read - or in other words, to make your blogs irresistible! `This guide helps you to plan, write, and edit your blog posts. It helps you to engage readers, build trust and authority, and to win clients.

Blog to Win Business: How to Enchant Readers and Woo Customers Energy Healing Made Simple Om Kitty's 8 Day Chakra Activation Journey: Bonus: Learn To Banish Your Doubts About 'Woo-Woo' and Stop Worrying What Others Think (The OM Kitty Series Book 1) Katie Woo's Hilarious Holiday Jokes (Katie Woo's Joke Books) Start Your Own Computer Business: Building a Successful PC Repair and Service Business by Supporting Customers and Managing Money Blogging for Creatives: How designers, artists, crafters and writers can blog to make contacts, win business and build success 7X YOUR BLOG TRAFFIC 2016: A beginners guide on how to increase your blog traffic,get website visitors and make more money online Blogging: The Ultimate Guide To Help You Learn How To Blog, Enjoy And Earn From It: Blogging, Make Money Blogging, Blog, Blogging For Profit, Blogging For Beginners Book 1 (Make Money Online 2) Moving Your Blog: How to transfer your blog to your own personal domain name and server from Blogger/Blogspot or Wordpress.com Blogging: How To Sell Your Soul For A Million Dollar Blog (Blogging, Blogger, Blog Book 1) Blogging: The Ultimate Guide On How To Replace Your Job With A Blog (Blogging, Make Money Blogging, Blog, Blogging For Profit, Blogging For Beginners) (Volume 1) SÃºper Blog: CÃ³mo hacer que tu blog trabaje para ti (Spanish Edition) Roulette Rockstar: Want To Win At Roulette? These 3 Simple Roulette Strategies Helped An Unemployed Man Win Thousands! Forget Roulette Tips You've Heard Before. Learn How to Play Roulette and Win! BUSINESS:Business Marketing, Innovative Process How To Startup, Grow And Build Your New Business As Beginner, Step By Step Online Guide How To Effective ... Grow And Build Business As Beginner) Home Based Business Escape Plan: How To Make $10,000 Per Month With Your Own Part-Time, Online Lifestyle Business: Home Based Business Ideas (Home Based Business Opportunities) Write Blog Posts Readers Love: A Step-By-Step Guide Great Book of Woodworking Tips (Best of American Woo) To Woo a Widow (The Heart of a Duke Book 10) Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (And Other Social Networks) Salesforce Leads, Contacts & Accounts for Beginners: The quick and simple way to track your leads, contacts, vendors, customers and partners in Salesforce (Getting Started with Salesforce Book 1) Conversion Optimization: The Art and Science of Converting Prospects to

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