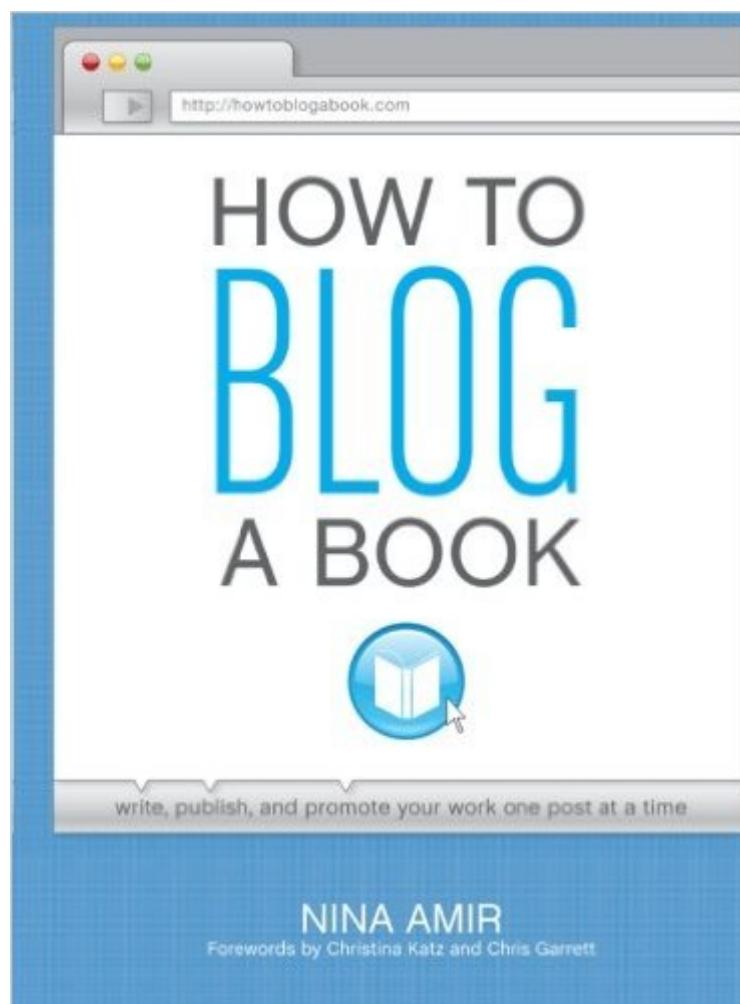


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How To Blog A Book: Write, Publish, And Promote Your Work One Post At A Time



Synopsis

How to Blog a Book teaches you how to create a blogged book with a well-honed and uniquely angled subject and targeted posts--and how to build the audience necessary to convince agents and publishers to make your blog into a book. Inside you'll find:Basic information on how to set up your blog and the essential plug-ins and other options necessary to get the most out of each postSteps for writing a book easily from scratch using blog postsAdvice on how to write blog postsTips on gaining visibility and promoting your work both online and offTools for driving traffic to your blogInformation on how to monetize an existing blog into a book or other types of productsProfiles with authors who received blog-to-book deals Author Nina Amir explains how writing a book in cyberspace allows you to get your book written easily, while promoting it and building an author's platform. It's a fun, effective way to start writing, publishing, and promoting a book, one post at a time.

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Customer Reviews

There are a few good nuggets in this book but for the most part I was pretty disappointed.If you already have a blog, then don't waste your money on this book. Find a book that actually gives specific advice on how to drive traffic to your blog, build content or use social networking. Most of the advice in this book was too generic and vague for anyone who has been blogging for more than 5 minutes.There were 2 things that really irritated me about this book (fortunately they didn't show up until the end)1. For as much as the author talks about her experience with blogging a book the

reality is her book success did not come from her blog being discovered. She was already a published author with an agent to tap into. Grant it she does have useful experience on the process of blogging a book, but through out the book she talks (vaguely) about ways to drive traffic to your blog and get discovered when in truth that is not how it was for her.² She should have chosen better people for her success stories at the end. Don't get me wrong, I enjoyed reading success stories from real people whose blogs got discovered and turned into a book, but often her subjects would directly contradict things she said in the book. For example, she spends time harping on the importance of doing market research, but most of her success stories said they didn't do any market research; they simple wrote about a topic they loved. The book isn't awful. I was able to glean a few useful nuggets. But as someone who already has a blog, I would have rather spent my money on a book that would give me specifics on how to make my blog more successful/attractive to make a book deal happen.

THE GOOD The author deserves six stars for an outstanding book. For the past few months I've been looking at blogging books and this surpasses everything else published. Doesn't matter if you are a beginner or an old hand at blogging this book has worthy information. Even if you just want to blog without plans to repurpose your content this is still a blogger's bible. In addition to great content the writer's style flows and keeps your attention. **THE BAD** What was Writer's Digest Book thinking using a font size that is smaller than the fine print you'd expect to see in a contract. If a Kindle version was available, I'd say go for that. Otherwise find yourself a good magnifying glass. Hopefully WDB will quickly recognize their mistake and never release another book with tiny type. If the content wasn't so good I'd chuck the book out the window.

For the past 6 weeks, I've kept my copy of Nina Amir's *How To Blog A Book* within reach of my desk. As an already self-published author, I am finding this book to be a handy guide as I learn how to translate the content and essence of my book into a blog format. *How To Blog A Book* is a well-written, entertaining and practical guide for beginning and more experienced advanced bloggers. For those of us who lack business and marketing experience, *How to Blog A Book* gives readers the 101 of Internet marketing concepts including the 'Ping.' As a self-published author, I also appreciate the easy-to-read visual design of the book.

Today's author must be an entrepreneur. It's not enough to write a book and then hope that someone will discover it, buy it, and read it. Getting your book written is only a small fraction of

building an author's platform. How to Blog a book is a step-by-step guide for writing a book and creating customers. This includes practical advice on planning, writing, producing, promoting, and selling your book. By beginning with the end (a book) in mind, each blog post gets you one step closer to your end goal. This is the key to getting started, staying motivated, and sticking to the plan. The book references over 50 tools (i.e. WordPress plugins, web services, social marketing services, outsourcing tips, etc.) you can use today to create a book. The book does not go into the technical details about how these services work, so I've got a lot of follow-up research to do as I follow the steps to blogging my way toward a book. Nevertheless, I now have a road map and the motivation to start my book writing journey--which is worth much more than the price of the book.

This book very clearly lays out what, how and why you would want to blog a book. From making you accountable to an audience that wants you to keep writing, to establishing good writing habits, to actually writing a business plan about what you want the blog and book to accomplish. Easy to read, easy to understand and easy to implement, must read for bloggers and authors both.

This was the first item I have purchased from that I have rated 3 and here is the reason. This print is so small and light that it is hard to read. I could only read 9 to 10 pages before giving my eyes a rest. It's not me as I can sit and read other books through without stopping. For all of the writers accomplishments she stated, I would have thought her design, copy, and layout would have shown more creative talent. Content is OK, not great. There are several other books on the market that probably does a better job.

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