

# **Blogging Secrets**

**Turn Your Personal Opinions, Rants  
And Raves Into New Subscribers,  
Loyal Targeted Traffic And A Flood Of  
New Customers And Income!**

By James Maduk

Blogging Secrets

# Blogging Secrets

Please Read This First. It's Important...

## How Blogging Secrets Works.....

“Blogging Secrets” is brought to you by James Maduk.

Blogging Secrets is a multimedia ebook. Each module in the book contains a link to a multimedia training session that consists of “screen capture/audio or whiteboard/audio” information. In total you’ll find over 3 hours of online training.

### **Try before you buy!**

The first 15 minute training session is free but the remaining chapters require a username and password. [Click here now to get your username and password.](#)

If you have already purchased a copy of “Blogging Secrets” and this is a new release for you, create a username and password by registering this new copy at [my membership site.](#) [Click Here To Register Now!](#)

If you have already registered and forgotten/misplaced your username and password you can retrieve it on the main page of the member’s site.

### **Are You Interested In Sending Your Own Branded Version To Your Existing Customers?**

If you want to earn money and additional revenues to your business, [please join](#) the affiliate program and I will create your own customized version that includes your affiliate link.

**Join the James Maduk’s Affiliate Program To Get Your Own Personal Money Making Version of This Book!  
- All You Have To Do Is Distribute It To Your List -**

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Blogging Secrets

# Blogging Secrets

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**This book is not for passive readers!**

If you don't use this ebook, you will have wasted your investment. Reading without participating is entertainment. In each section, I'm going to ask you to "do something". Simply reading and listening to this material without participating in any of the "Action Step" exercises will not deliver the benefits promised to you in my sales letter.

Blogging Secrets isn't just about theory! I have a number of blogs that are integral parts of my marketing strategy and by the time you read this there might be considerably more.

If you and I were in a classroom together, you would be presented with the information - the "how to" part and then I'd ask you to apply what you've just learned. Even though I'm not with you today, I'd like you to do the same thing but if you'd rather curl up with a nice, relaxing book...go buy the latest copy of your favorite fiction author's work! You won't learn much about earning a ton of money by creating, and broadcasting live web events, but at least you'll enjoy a relaxing time for a while.

This program is not meant to be technical; it's meant to provide a step-by-step, anyone can do it process...and show you how a small investment can build your business.

"Blogging Secrets" won't work until you begin doing the work. And I promise that if you start Blogging and follow only a couple of the action items, you'll realize every benefit listed in my sales letter and a whole lot more.

# Blogging Secrets

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## How to Get the Most Out Of This Multimedia Ebook:

\*Read and listen/watch every page. Skipping over sections is the same as trying to bake a cake without using all of the ingredients.

WARNING: If you haven't started a Blog, wait until you go through the entire program once. Doing so guarantees that some of the work that you do will not be a waste of your time and perhaps money. There are hundreds of options available to you when you start Blogging and an early commitment to a single option will limit your choices when it comes time to profit.

1. Don't skip any of the steps. \*
2. Listen to all of the multimedia sessions - that's where the meat is!
3. Do The Work!

REMEMBER: If I haven't answered a question that you need answered in this version of the "Blogging Secrets" ebook all you have to do is ask!

[Send your question to me](#), I'm always adding more content at the web marketing for small business portal and I'll add those links to the next release. Anyone who buys the "Blogging Secrets" multimedia ebook gets lifetime updates!

Blogging Secrets is really a "Multimedia Ebook". When you start the first page, you'll know what I mean. You need a copy of Real Player for Windows to listen to each of the lessons. To see if you have RealPlayer installed properly [click here](#). As the page loads, your browser will tell you if you have RealPlayer installed. If you don't have Real installed, follow the link to a free copy.

I've included hours of multimedia content in this ebook. I've included it with links to my Real Server. That way you don't have to download an ebook that is 50 MB's in size. It also means that you can listen and watch with a basic 28.8 k modem connection.

Each lesson has up to three choices: *Screen Capture*, *Whiteboard and Audio* or *Audio Only*.

I teach each lesson in a Virtual Classroom format, which means you literally join me in front of a whiteboard at a live seminar. Watch, as I visually diagram

# Blogging Secrets

out strategies. Listen, as I provide a complete explanation and key points in full detail. It's exactly the same as being in the room with me.

The first time you try the whiteboard link your RealPlayer will automatically install a small software plugin. This will happen one time only - the first time you try the link. Click on "Yes" or "OK" to install the Mimio plugin, Real Player does everything for you from there. When the Mimio plugin has installed itself, go back and click on the "whiteboard and audio" link again. You will now see the whiteboard and hear me speaking.

A whiteboard session looks similar to this:

The screenshot shows a RealOne Player window titled "(Paused) 10 Web Site Marketing Secrets (Live) - James Maduk". The interface includes a menu on the left with options: "Face2Face Selling", "Online Selling", "Buy Online Training", and "Internet Radio". The main content area displays a whiteboard with a diagram of a funnel. The top of the funnel is labeled "① Web Sites". The middle section is labeled "Web Site Collector Site". The bottom section is labeled "Sales Sites". To the right of the diagram, there is handwritten text: "JAMES MADUK" and "613-825-0681". The player controls at the bottom include a play button, a progress bar, and a volume control. The "mimio" logo is visible in the bottom right corner.

If you have any problems getting these links to work - call me immediately and I'll walk you through any setup issues you might have. The whiteboard and audio links will only work with a PC - Apple does not support the whiteboard function. Move your mouse over the links in the Real Player interface to visit some of my sites and services.

# Blogging Secrets

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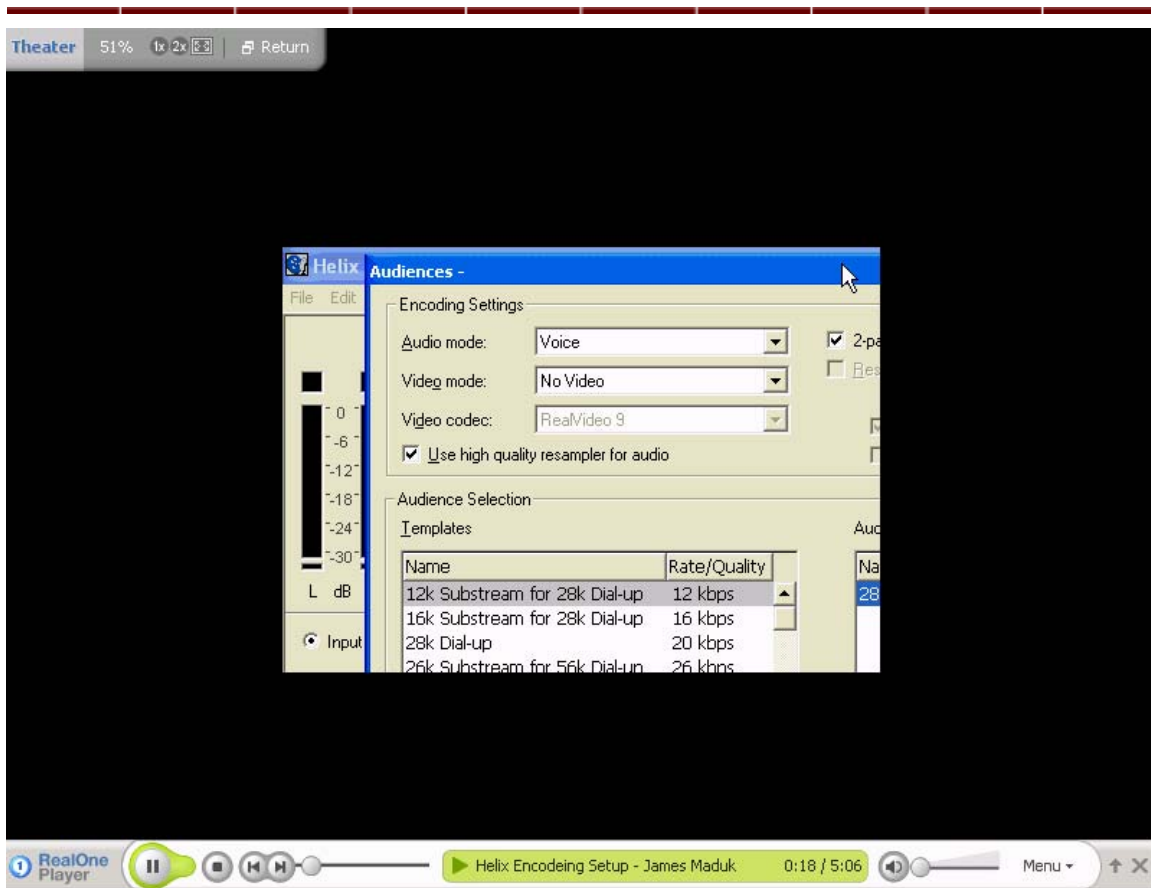
As an update to the original Blogging Secrets, I've added "Screen Captures". When you try to view a screen capture by clicking on the "Screen Capture" link in any of the sections, Real Player will show you exactly how to complete the task - on your screen. I use a program called "Camtasia" to capture my computer screen and voice as I complete a task. Watch the screen capture and then try the same thing on your machine. This is by far the fastest way to learn how to turn your Blog for Dollars!

Similar to the Whiteboard, the first time you try the Screen Capture link a small plugin will install - this is a one time only event. After the plugin installs, you'll be able to watch every screen capture just by clicking on the link.

I set my computer screen to a standard screen size of "800 X 600". To view the screen captures properly with Real Player make sure that you have the Real Player software on your PC set to "theater mode" and the image size to "100%". You can do this with the View | Theater Mode menu selection or hitting the F9 Key. If the screen looks fuzzy or too small move your mouse over the top left corner of the screen capture image in the Real Player software.

If a Screen Capture or Whiteboard Isn't applicable to the topic you'll get a message letting you know that there isn't a session available.

# Blogging Secrets



In the image above you can see that the player is in “Theater Mode”. However, if you look at the grey box in the upper left hand side of the image you will the screen size is set at 51%. Use your mouse to click on the 1X image in the upper left corner of the graphic and it will automatically set itself to 100%. If you have problems just call me. My number is (613) 825-0651

# Blogging Secrets

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## Version One of 52 Secrets My Mom Never Told Me About Blogs:

(Click on Chapter Heading with your mouse)

### Start Blogging

[Introduction](#)

[What is a Blog?](#)

[Why is Blogging Important To Marketers?](#)

[What are the Different Types of Blogs?](#)

[How Do I Start A Blog?](#)

[What Should I Put In My Blog?](#)

[What Are The Blogging Trends For Marketers?](#)

[What Are The Exact Steps I Should Take?](#)

[How Can I Have My Own Domain Name With A Free Service?](#)

### Tools and Resources

[Tools and Software](#)

[Bonuses](#)

[Other Cool Sites](#)

# Blogging Secrets

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## Disclaimer

The ideas expressed in this multimedia ebook are the result of over 20 years as a speaker, trainer, author and 2 years of Blogging trial and error.

I've made every attempt to include the most current and up-to-date technical information. I'm relaying the most current published information and my experience using standard and non proprietary technology.

While the text may remain static, I will be updating the multimedia portions of this ebook on a continuing basis and you will always have access to this content at [Web Marketing For Small Business](#).

# Blogging Secrets

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## Start Blogging!

Intro

**Play Now:** [Whiteboard and Audio](#) or [Audio Only](#)

**Description:** More than a basic intro, this section sets the stage for “Blogging for Dollars”. I’ve included some of my thoughts on where the market has been, where it is today and where it’s going to be in the short term.

You’ll get an overview of all of the sessions and some basic Virtual Seminar housekeeping information. If you’ve never used RealPlayer before or want a quick refresher take the time to watch how I’ve modified the interface so that you have links to some of my websites and you can even send me mail - right in RealPlayer.

**Duration:** 15 Minutes

[Resource Links:](#)

# Blogging Secrets

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## Question:

What is a Blog?

**Play Now:** [Whiteboard and Audio](#) or [Audio Only](#) or [Screen Capture](#)

**Buy Now!** - [Click Here To Get Your Username and Password](#)

**Description:** This session tries to give a little definition or history of the Blogging phenomenon. It's probably more important to recognize what a Blog "Isn't", rather than what it is.

**Duration:** 7 Minute Whiteboard - 8 Minute Screen Capture

[Resource Links](#)

# Blogging Secrets

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## Question:

Why Is Blogging Important to Marketers?

**Play Now:** [Whiteboard and Audio](#) or [Audio Only](#) or [Screen Capture](#)  
**Buy Now!** - [Click Here To Get Your Username and Password](#)

**Description:** Blogs have a unique psychology - one that makes them very useful for marketers. In this section I take a look at Blogging Psychology and how it applies to online selling. When you look at your Blog with this new perspective you'll start to see some new sales avenue open up.

**Duration:** 17 Minute Whiteboard and Audio, 10 Minute Screen Capture

## Resource Links

- Search Engine Results and Blogs. Just before I published this multimedia ebook I was doing a search on one of my keyword phrases on Google. "Multimedia Ebooks" is a phrase that I use for my multimedia ebook "[Voices Into Profits](#)". Watch this additional 6 minute [Screen Capture](#) and you'll see how important a Blog can be. If you search for multimedia ebooks you'll find that I have 10 pages ranked in the top 50 pages - and two of the top ten pages are pages from one of my Blogs!

# Blogging Secrets

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## Question

What are the types of Blogs?

**Play Now:** [Whiteboard and Audio](#) or [Audio Only](#) or [Screen Capture](#)

**Buy Now!** - [Click Here To Get A Username and Password](#)

**Description:** How are you going to earn money with your Blog? Find out in this session.

I go over 4 distinct models that you can use as a starting point. Are they the only ways to earn money with your Blog? Of course not! However they lay the foundation for what I think is the biggest opportunity any marketer has ever seen.

Find out what that is in this session.

**Duration:** 12 Minute Whiteboard and Audio plus 8 minute Screen Capture

[Resource Links:](#)

# Bloggging Secrets

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## Question

How Do I Start A Blog?

**Play Now:** [Screen Capture](#)

**Buy Now!** - [Click Here To Get Your Username and Password](#)

**Description:** Watch Live as we actually go through the process of starting a Blog. You can visit it [here](#). The Blog we start is a free hosted service from [www.blogger.com](http://www.blogger.com). I go over some of the features of this service and log in to the administrators section to show how you actually add content to you Blog.

While this Blog is “hosted” by a third party, I also have a number of my own Blogs. The best one to view is [www.blogggingforsmallbusiness.com](http://www.blogggingforsmallbusiness.com) .

**Duration:** 24 Minutes

[Resource Links:](#)

# Blogging Secrets

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## Question

Where's The Beef? What Should I Put In My Blog?

**Play Now:** [Whiteboard](#) and Audio or [Audio Only](#) and [Bonus Screen Capture](#)  
**Buy Now!** - [Click Here To Get Your Username and Password](#)

**Description:** While a lot depends on the type of Blog you want to run, there are some key tactics when it comes to Blog Marketing. This whiteboard session goes over the key “Blogging for Dollars” tactics and shows how each applies to the type of Blog that you have decided to run.

Remember, all of this is based on some assumptions. Do you have a niche or focus for you Blog? What Are you customer like? What part of the sales process are you using the Blog for? What do you want to have happen when they visit? Are they existing clients or first time visitors?

Some event ideas include: Books you've written or reviewed, appearances at events, accomplishments, Ezines you are starting or new issues, free classes, free demonstrations, free samples, fund raisers, contests, polls, charity events, participation in 3<sup>rd</sup> party events, mini courses, special reports, joint venture deals, offline events, radio appearances, TV appearances, rallies, promotions, speaking engagements, special events, workshops, seminars, trainings, trends, tours, exhibits, tie-ins with you or your company.

I also go over some ideas you should consider from a technical point of view.

**Duration:** 48 Minute Whiteboard

Resource Links:

[See the resources](#) section at the back

# Blogging Secrets

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## Question

OK - I want to Go All Out. What Should I Do?

**Play Now:** [Whiteboard and Audio](#) or [Audio Only](#) or [Screen Capture](#)

**Buy Now!** - [Click Here To Get Your Username and Password](#)

**Description:** Ok, you've got the picture. You understand where you can make things happen - or do you? In this session we'll look at some unique technologies built into most of the "installed" Blogging software and see how it is going to dramatically change the way we market online. At this point you may end up making choices about your business model, not about whether you want to add a Blog to the mix. It's a decision between going for the quick buck or using a unique marketing tool that will build your business over time. My suggestion, think long term - build your business!

Pay close attention to this session. Time and a small investment now can save you from big expenses early on and provide you with a recurring payday later on down the road.

**Duration:** 21 Minute Whiteboard and 12 Minute Screen Capture

Resource Links:

- ▣ See the [resources section](#) specifically the section on Newsreaders and Syndication

# Blogging Secrets

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## Question

What Are The Exact Steps To Follow?

Play Now: [Whiteboard](#) or [Audio Only](#)

**Buy Now!** - [Click Here To Get Your Username and Password](#)

**Description:** Do you think you're ready to Blog? OK start!

I've shown you how to start a Blog. We've gone over some of the longer term issues and ideas, now is the time to think about how you can use a Blog as your primary marketing tool. In fact, after this session you'll see how easy it is to build your online business around a "Blogging Strategy".

In this session, I lay out a complete step-by-step process for you to follow. Take the time to watch it a couple of times and you'll have a universal roadmap that gives you specific directions for your business.

**Duration:** 9 Minutes

Resource Links: Just Do It! Visit [Small Simple Steps](#)

# Blogging Secrets

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## Question

How Do I Get To Use My Own Domain When I'm Using Blogger or LiveJournal?

Play Now: [Screen Capture](#)

**Buy Now!** - [Click Here To Get Your Username and Password](#)

**Description:** Most marketers love their domain names. I have 45 of them that I hand picked. Links, traffic, branding and name recognition are all important for a marketers long term survival.

That's why a free Blogger account can cause problems. Unless you host your own Blog, you are stuck with the "domain name" of the company or service that hosts your Blog. Watch this simple session and I'll show you a neat service that completely removes this barrier. Now you can have your own domain and still use a free/3<sup>rd</sup> party hosted service.

**Duration:** 15 Minutes

Resource Links:

▣ [Get Your Own Blog Name](#)

# Blogging Secrets

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## Resource Links:

### Blogging Software

- ❑ B2: <http://wordpress.org>
- ❑ PMachine: <http://www.pmachine.com>
- ❑ Text Pattern: <http://www.textpattern.com>
- ❑ Nucleus: <http://www.nucleuscms.org/>
- ❑ Moveable Type: <http://www.movabletype.org/>
- ❑ Radio Userland: <http://www.userland.com>
- ❑ GreyMatter: <http://noahgrey.com/greysoft/>

### Hosted Blogs

- ❑ Blogger and Blogger Pro: [www.blogger.com](http://www.blogger.com)
- ❑ Live Journal: [www.livejournal.com](http://www.livejournal.com)

### Blog Search Engines and Links

- ❑ Technorati: [www.technorati.com](http://www.technorati.com)
- ❑ Weblogs: [www.weblogs.com](http://www.weblogs.com)
- ❑ Google Toolbar: <http://toolbar.google.com>

### Ideas and Resources

- ❑ Blog Naming: <http://www.blogname.com>
- ❑ Self Syndication: <http://www.syndic8.com/>

### News Readers and Trends

- ❑ Active Refresh: <http://www.activerefresh.com>
- ❑ News Gator: <http://www.newsgator.com/>
- ❑ News Crawler: <http://www.newzcrawler.com>
- ❑ Awasu: <http://www.awasu.com>

# Blogging Secrets

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## Bonus Links

Alex Mandossian Interview

[Click Here Listen](#)

Visit Alex's Site: [Http://www.marektingwithpostcards.com](http://www.marektingwithpostcards.com)

Yanik Silver Interview

[Click Here Listen](#)

Visit Yanik's Site: <http://www.surefiremarketing.com/>

Terry Dean Interview

[Click Here Listen](#)

Visit Yanik's Site: <http://www.netbreakthroughs.com/>

Extra Bonus Dr. Kevin Nunley Interview

[Click Here Listen](#)

Visit Kevin's Site: <Http://www.drnunley.com>

My Blogging Secrets Blog

[My Blogger Blog](#)

[My Own Blog](#)

# Blogging Secrets

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## Question

Who is James Maduk and where can I get more information about the 360 audio ebooks?

Take the time to visit some of my sites.

My Main Site: <http://www.jamesmaduk.com>

Register For Free At My Members Only Site:

<http://www.webmarketingforsmallbusiness.com>

**Some of My Other Toolkits:**

[25 Other Great Sites](#)

You can always contact me at 613-825-0651

Or [james@jamesmaduk.com](mailto:james@jamesmaduk.com)

Thanks Again, James