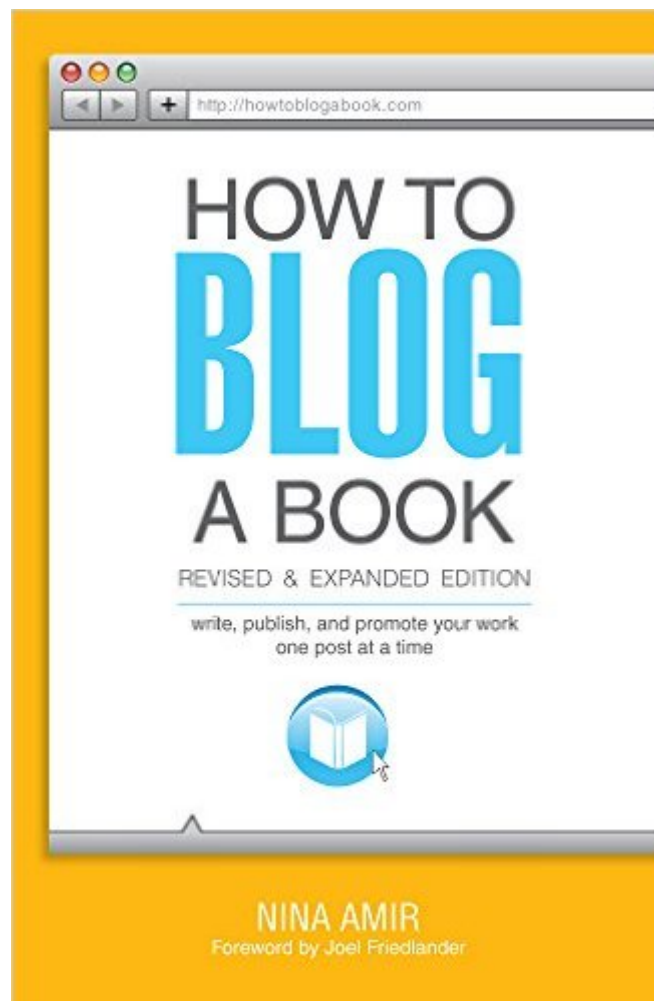


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# How To Blog A Book Revised And Expanded Edition: Write, Publish, And Promote Your Work One Post At A Time



## Synopsis

Transform Your Blog into a Book! The world of blogging changes rapidly, but it remains one of the most efficient ways to share your work with an eager audience. In fact, you can purposefully hone your blog content into a uniquely positioned book--one that agents and publishers will want to acquire or that you can self-publish successfully. "How to Blog a Book Revised and Expanded Edition" is a completely updated guide to writing and publishing a saleable book based on a blog. Expert author and blogger Nina Amir guides you through the process of developing targeted blog content that increases your chances of attracting a publisher and maximizing your visibility and authority as an author. In this revised edition you'll find: The latest information on how to set up, maintain, and optimize a blog Steps for writing a book easily using blog posts Advice for crafting effective, compelling blog posts Tips on gaining visibility and promoting your work both online and off Current tools for driving traffic to your blog Strategies for monetizing your existing blog content as a book or other products Profiles of bloggers who received blog-to-book deals and four new "blogged-book" success stories Whether you're a seasoned blogger or have never blogged before, "How to Blog a Book Revised and Expanded Edition" offers a fun, effective way to write, publish, and promote your book, one post at a time.

## Book Information

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## Customer Reviews

BOOK REVIEW: How to blog a book - As catchy as the title and more informative than you can imagine. Some books need no review, at all. They speak for themselves. The description of the

book is enough to make any reader interested in the topics mentioned want to buy it. This is one such book. But as a reviewer, I want to record here how very informative I found this book – both as a blogger and as an aspiring author. Not to bore the readers with long, praising paragraphs, I am going to list out what made this book click for me (that might probably be why I would recommend this to all the bloggers and writers out there – even those who have an idea to become one.)

**WHAT MAKES THIS BOOK CLICK FOR ME (AS A BLOGGER AND A WRITER)**

- Breaks down complex jargon into simple, understandable phrases and gives detailed explanation on each and every topic (even those that seem way too obvious).
- Doesn't omit any step in the whole process of writing, publishing and promoting a book. Also gives some tweaks for authors who really want to go the extra mile.
- The writer addresses the reader directly and gives out examples of success stories evenly all through the book, and reading some of those blog topics (that have obviously become successful books) make you want to write a blog book yourself.
- The reasons as to why you should actually do it and any skeptic questions that you might have are answered with the risk factors and the benefits (okay, no jargon - pros and cons) are clearly explained.
- The whole layout of the book is pleasing (yes, this is visible even in the digital copy).
- It clearly shows that Blogging a book is a time consuming process, that requires constant attention to grow and flourish - but it also points out why it is all worthwhile.

This how-to book about "blogging a book" is exactly what its title promises and more. It tells you clearly and comprehensively how to use your blog to write a book or, conversely, how to pool together your posts on a given subject in order to produce a book. This is an important book, it will make you think. I spent several days pondering over it and taking notes. While the book is everything you expect and gives you detailed, clear advice, allowing you to get started (and even complete!) your non-fiction book, it doesn't cover as extensively the challenges faced by fiction writers. There is a basic requirement (and very logical too) for successfully blogging a book: you need to have at hand a complete, detailed outline so that you know what to post on your blog each day or every other day (yes, that's how often you really need to post to attract traffic!). For fiction writers who do not work to an outline, who are in short "pantsers", this can be daunting or downright impossible. But Nina Amir's guidebook is nevertheless useful even if you're such a fiction writer: it explains in detail and amply demonstrates (including with interviews of bloggers who have successfully moved from blogging to being best-selling authors) how to link your blogging to your writing, in short, how to get readers to share your journey as a writer. I finally decided to use Nina Amir's advice and apply it to my blog, at least in part since I happen to be both a non-fiction and a

fiction writer - alas, a fiction writer who hates outlines and is an unconditional pantsner!

Title: How to Blog a Book: Write, Publish, and Promote Your Work One Post at a Time  
Author: Nina Amir  
Publication Date: May 21, 2012  
Published by: Writer's Digest Books  
Source: Copy Given by Author and Tour Organizer  
ARA'S NOTE: How to Blog a Book got me very curious because of several things: 1st I'm a blogger, 2nd I'm a copywriter/copyeditor, 3rd I'm a frustrated novelist, and 4th I do SEO (search engine optimization) stuff. So just by the title, I knew this was something I needed to read. I'll share my review in a minute, for now, here's what this bestseller is all about.  
SYNOPSIS: Transform Your Blog into a Book! The world of blogging is rapidly changing, but it remains one of the most efficient ways to write and share your work with an eager audience. But how do you purposefully hone your blog content into a uniquely positioned book that will be noticed by an agent or a publisher? How to Blog a Book Revised and Expanded Edition is a completely updated guide to writing and publishing a saleable book based on a blog. Expert author and blogger Nina Amir guides you through the process of developing targeted blog content that will increase your chances of publication and maximize your visibility as an author.

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